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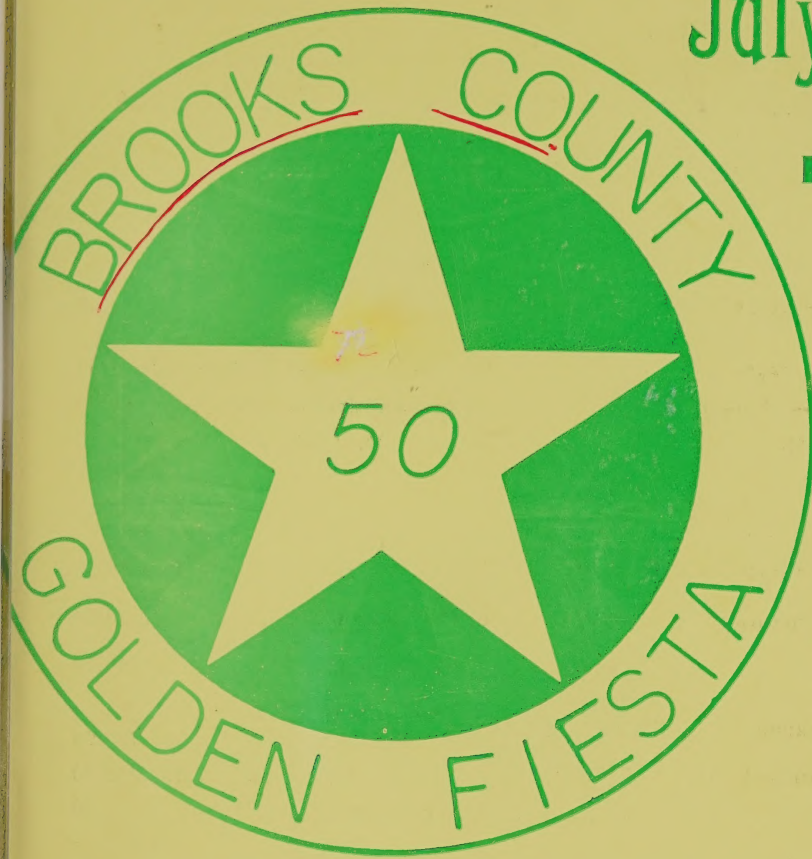




July 1-2-3-4

1961

**Falfurrias,  
Texas**



Price 75c

1961

*'The Land Of Heart's Delight'*



# The Growth Of Banking Service In The Falfurrias Area Over The Past 50 Years

## THEN

**Falfurrias State Bank**  
**Falfurrias, Starr County, Texas**  
**January 31, 1910**

Loans and Overdrafts . .	48,339.04
Furniture and Fixtures . .	826.71
Real Estate . . . . .	50.00
Cash and Exchange . . .	32,107.84
Deposits Guarantee Fund	542.92
 Total Assets . . . . .	 81,866.51
Capital Stock . . . . .	10,000.00
Surplus and Undivided Profits . . . . .	3,198.07
Deposits . . . . .	68,668.44
 Total Liabilities and Capital Accounts .	 81,866.51

## NOW

**The First National Bank in Falfurrias**  
**Falfurrias, Brooks County, Texas**  
**January 31, 1961**

Loans and Discounts .	1,540,306.18
Furniture and Fixtures .	7,000.00
Banking House . . .	36,000.00
Cash And Due From Banks . . . . .	920,936.96
Bonds and Securities . .	1,899,231.30
Other Assets . . . . .	1.00
 Total Assets . . . . .	 4,403,475.44
Capital Stock . . . . .	100,000.00
Surplus, Reserves & Undivided Profits	312,124.34
Deposits . . . . .	3,991,351.10
 Total Liabilities and Capital Accounts	 4,403,475.44

# THE FIRST NATIONAL BANK

IN FALFURRIAS

Member Federal Deposit Insurance Corporation





OLD FALFURRIAS STREET SCENE

1883979

July 1st  
Old Time Bargain  
Day

July 2nd  
Pioneer Day



July 3rd  
Texas Ranger  
Day

July 4th  
Frontier Day

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*Complete Program In Center Section*

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FALFURRIAS TODAY







## *Brooks County Salutes*

# The Texas Rangers

IN THIS 50th anniversary celebration, Brooks County pays tribute to the Texas Rangers. This is only fitting as the county was named for a Texas Ranger, Captain J. A. Brooks, who was also its first county judge.

The Texas Rangers have represented many American ideals for Texans. Unofficially organized at first to protect our borders from Indian uprisings the organization was official at the time they fought for American freedom in the war with Mexico. Later they operated

against outlaw bands, feudists, cattle thieves and local rioters. They represent to us the western ideal of individual courage.

The Texas Ranger differs from the local officer because his commission authorizes him to operate throughout the state and he differs from the military because he is not subject to military regulation. He has never worn a prescribed uniform, and his primary function has been that of maintaining or restoring order in situations which get beyond control. He

operates under the authority of the State Department of Public Safety. Beyond the facts, the Texas Ranger is thought of as a man with soft-voiced courtesy combined with steely-eyed daring. The saying is that a Texas Ranger can "follow a trail like an Indian, ride like a Mexican, shoot like a Tennessean, and fight like the devil."

Tradition has become strong during the colorful years of Ranger activity. This group of special police officers of the state of Texas is the oldest force of its kind in the world.

In this good time of peace and celebration we welcome the Texas Rangers as warmly as did earlier settlers of this area whose lives and lands depended upon their protection.

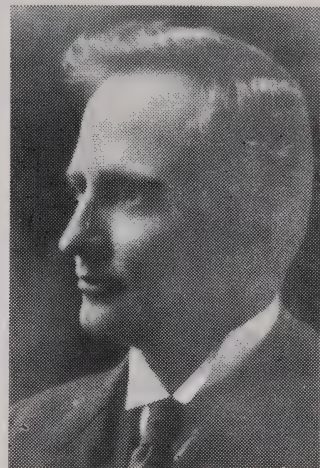


← Captain Brooks, One of First  
Texas Rangers.



# Edward Cunningham Lasater

*Founder of Falfurrias—Rancher  
Trail Driver—Dairyman and  
Land Developer*



AT THE ANNUAL meeting of the trustees of the National Cowboy Hall of Fame and Museum held at Oklahoma City in January 30, 1961 Edward Cunningham Lasater was elected to the Hall of Fame of Great Westerners. Purpose of the Hall of Fame is to honor the men and women who have made outstanding contributions to the building of the West.

"Ed C. Lasater's contributions . . . vital and lasting . . . still are clearly visible. He founded a city, created a new breed of beef cattle, put together the nation's finest dairy herd, devised and carried through a plan to turn a substantial part of his own land holdings into a maze of small dairy farms, founded a creamery that has attracted worldwide recognition for its quality products, spread prosperity and activity across a land that had known little but poverty and loneliness, and sounded a strong voice in behalf of the livestock industry, good government, and public welfare." (Edward Cunningham Lasater . . . His Life and Accomplishments).

Edward Cunningham Lasater was born in 1860 near Goliad, Texas, where he lived until he was eighteen years old at which time he accompanied his father, Albert H. Lasater and family to the Oakville community in Atascosa County. Here he and his father built up a flourishing sheep ranch. When wool was put in the free list it struck a severe blow to many Texas sheep raisers. The Lasaters, father and son, turned their interests toward cattle raising. After his father's death in 1883 young Ed. C. Lasater took full charge of the family operation.

By the time Ed. C. Lasater had reached his 40th birthday he had acquired a herd of approximately 30,000 cattle. A bright future seemed assured. Then, following a prolonged drought, came the Panic of 1893. The bottom dropped out of the cattle market. Lasater's cattle and savings vanished.

Undaunted, he turned his steps southward to the Falfurrias country and began prospecting for new land and a new start. In less than a decade the Lasater ranch had grown to something like 380,000 acres, ranking in size among the largest in the United States.

In 1902 Edward C. Lasater and Miss Mary Gardner Miller of Galveston were married.

Their home was built in an ancient live oak mott about five miles west of the present town of Falfurrias. On early Spanish land grant maps this oasis was designated "La Mota de Falfurrias." To this day the "home place," where Mr. and Mrs. Garland Lasater and family now reside, is called "La Mota."

Of their five children, Albert, Garland, Tom, Lois and Mary, three are now living. Lois, Mrs. John F. Maher, resides in Houston, Texas; Tom, in Matheson, Colorado; Garland, in this city.

Lasater had his own version of the name "Falfurrias" and said that in the Lipan Indian tongue it meant "Heart's Delight." He so named the lovely lavender and white wild flowers which are indigenous to this area.

Realizing the need for a sturdier breed of cattle, Ed. C. Lasater began to improve his herd. At the height of his ranching operations his 20,000 range cattle stemmed from pure-bred Shorthorn and Hereford sires. In 1908 he began importing India's sacred Brahmas and crossing them with his herds, because the Brahma proved immune to the Texas fever tick. The result was a sturdy hybrid animal.

Not content with raising beef cattle, Lasater's dream was the creation of a prosperous dairy farming community in the Falfurrias area. To this end he began breaking up some of his vast ranch land and selling it, on easy terms, to colonists. Some 60,000 acres between Falfurrias and Realitos were sold in tracts. Roads were opened through the area, and a land-selling organization formed.

It was not long before a thriving dairy in-

(Continued opposite next page)

# James Abijah Brooks

★ *Texas Ranger*

★ *Texas Legislator*

★ *County Judge*



SINCE ITS organization in 1911, Brooks County has had only two county judges . . . father and son . . . James Abijah and John Morgan Brooks. The county was created while the former was a member of the State Legislature, and was named in his honor.

Born November 20, 1855 on a farm near Paris, Bourbon County, Kentucky, J. A. Brooks received a common school

education there. When but a young man the lure of adventure attracted him to Texas. The year 1877 saw him employed as a cowboy and for several years he went up the Big Trail with herds from Southwest Texas.

Still seeking adventure, young James A. Brooks enlisted, in 1882, as a private in Company F, Texas Rangers. No sooner had the 27-year-old-Ranger joined the company than he was sent to La Salle County where at that time a conflict between ranchers and fence cutters had become serious enough to be called a "war." Two years later fence cutting became a felony according to law, and Ranger Brooks, with a detachment from Company F, was sent to a scene of trouble in Brown County. Defiant fence cutters threatened the lives of the Rangers. At least two fence cutters were killed by Ranger fire during this turbulent period.

In 1885 Private James A. Brooks was promoted to the grade of sergeant in Company F and, the following year, he and two others carried out an assignment in helping capture a desperado near the banks of the Red River in far Northeast Texas.

Although most of the Rangers' work was done in western and northern sections of the State there was a particular occasion in 1887 when their duties called a small detachment of them to the heavily timbered "piney woods" of Sabine County in deep East Texas. There a gang of desperados, the Conners, were stealing livestock and defying local authorities and otherwise terrifying the settlers, who sent an urgent appeal for help to the Rangers. The Conners, father and several sons, were difficult to track down, not only because of the dense thickets which these men of the wide open

spaces found difficult to penetrate, but also because of the cunning with which the desperados matched wits with their hunters. Before daybreak one morning, after many unfruitful leads, the detachment of six Rangers came suddenly upon the Conners who, without waiting for a demand to surrender, unleashed four vicious dogs upon them and opened fire with their shotguns. The Rangers returned the fire killing one of the Conners, wounding another and killing the dogs and a packhorse. Four of the Rangers either were killed or wounded. Sergeant Brooks was shot in both hands, losing the two middle fingers of his left hand.

It was in 1889, six short years after enlisting, that Sergeant Brooks was promoted to the rank of lieutenant and then to the rank of captain and placed in command of Company F and sent back to La Salle County. During these years he had many colorful experiences in law enforcement, both in Company F and later in Company A of which he was ranking officer when he retired.

"Cap'n" Brooks, as he was usually referred to, left the service in 1906 and located near Falfurrias, then in Starr County. Here he homesteaded land and engaged in farming and ranching, and in 1908 was elected to the 31st State Legislature. He served two terms in the Legislature. It was while there that, largely through his efforts, a new county was carved out of Starr County, and which, as a tribute to him, was given the name of Brooks, with Falfurrias as its county seat.

On September 2, 1911 "Cap'n" Brooks was elected county judge, an office he held until his death in 1944, two months after his 88th birthday.

(Continued on next page)



# Edward C. Lasater—

(Continued from Page 3)

lustry had been established.

To provide an outlet for the products of his own dairies and those of the colonists, Lasater built the Falfurrias Creamery. Butter from rich, Jersey cream was called then, as now, "Falfurrias Sweet Cream Butter." Today, as in those early years, public demand exceeds supply because of its outstanding quality.

The Lasater pure-bred Jersey herd at one time exceeded 3000 animals. It won awards and prizes throughout the United States.

The need for a railroad shipping point for carrying his beef cattle to market became more acute with each year. Largely through his efforts it was in April 1904 that the San Antonio and Aransas Pass railroad extended its lines south from Alice to the northeast portion of the ranch, and the first train ran from San Antonio.

Mr. Lasater was wont to say "What we need is people." In addition to the small, individually owned dairies which were the result of his dreams, he now donated a townsite at the end of the railroad. He chose to name the town "Falfurrias." It holds the distinction of being the only town of this name in the world. In 1911 the town became the county seat of the newly formed Brooks County.

Mr. Lasater had many of the characteristics which give color and charm to personality. He was a recognized leader, a thinker as well as a doer, and held a number of responsible positions in public life.

Ed. C. Lasater died March 20, 1930. An editorial in the San Antonio Light dated March 22, 1930 says: "With the death of Ed. C. Lasater passes one of the most distinguished figures in the epic of the Texas cattle industry.

"Texas owes much to that one-time trail driver who also was a trail blazer."

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# James A. Brooks—

(Continued from Page 4)

birthday.

Judge Brooks was married September 16, 1890 to Miss Virginia Willborn, daughter of Albert Lem and Virginia (Moore) Willborn of Kerr County, Texas. Mrs. Brooks preceded him in death on January 3, 1927. Their two children, Miss Corrinne Brooks and County Judge John Morgan Brooks, make their homes in Falfurrias.

In appearance Judge Brooks was a man of above average height, square of jaw and with steel-blue eyes. His soft voice belied the strength and swiftness of his movements.

During his tenure of office as county judge, James Abijah Brooks saw the finger of the future pointing toward the development of the county into the prosperous area it is today.

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# The Shetland Pony

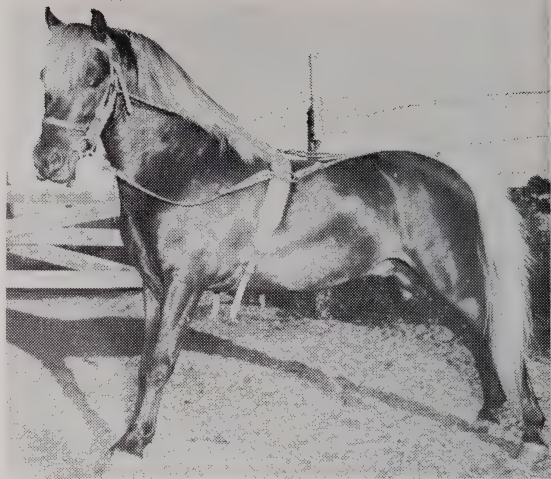
**T**HERE ARE MANY breeds and types of ponies in the United States today, but by far the most popular is the Shetland. There are two categories of Shetlands, the registered and the grade. The registered, or purebred, pony has a known list of ancestors and the grade does not. The Shetland pony is the fourth most popular among the 21 breeds of horses and ponies.

Further indication of the breed's popularity is borne out in the sale ring. Here the price of a Shetland will range from \$75.00 up into the thousands of dollars; so it can be said that there is a pony for every price and every owner.

Prices for grade ponies will range from \$75.00 to \$2,000.00. In the registered Shetlands, colts as a rule cost from \$150 up to \$1,000. Registered fillies may go from \$500 to about \$2500. Brood mares are from \$1,500 to \$4,500, and stallions may be obtained from \$500 up, with the world's top price stallion going for \$85,000.

There are four main blood lines in the registered Shetland pony today; Larigo, Crescent, Linwood and Patton.

A number of breeders in South Texas got together about two years ago and formed THE RIO GRANDE VALLEY SHETLAND PONY ASSOCIATION. Their aim is to promote interest in the Shetland in South Texas by letting the people see and become better acquainted with the new and more popular type of today. It is no longer the chunky, short type, but a



**C. O. Neal's Stallion "Thunder Boy" #56937**

fine slim-line pony with small ears, big clear eyes, fine straight legs set well, high head and high tail set. This pony is alert, intelligent and good natured — this is today's American Shetland Pony for adults as well as children to enjoy.

In South Texas there are a number of Shetland breeders. Farthest member to the north is The Loma Alta Pony Farm at Medina, and on the eastern side is Mrs. Richardson of Aransas Pass who also has a nice show string of ponies. In Falfurrias there is C. O. Neal of Neal's Pony Farm, all registered ponies; John For-

(Continued On The Next Page)

**MRS. JOHN L. FORSYTH WITH MARES AND COLTS**







PONIES IN JOHN L. FORSYTH'S HERD

# Shetland Ponies—

(Continued from Page 6)

syth, registered and grade; Fidel Perez, grade ponies; and Dwain Taylor, a new breeder who has just gone into the pony business... There are a number of breeders south of us in the Valley, including Mr. Neal Polk from Pharr, Texas. He was the first president of the association. The president now is Mr. Carl Schuster and the Secretary is Mr. Sam McKinsey of McAllen, Texas. We are glad the Shetland Pony has "come South."

**ALICIA'S BEAUTY  
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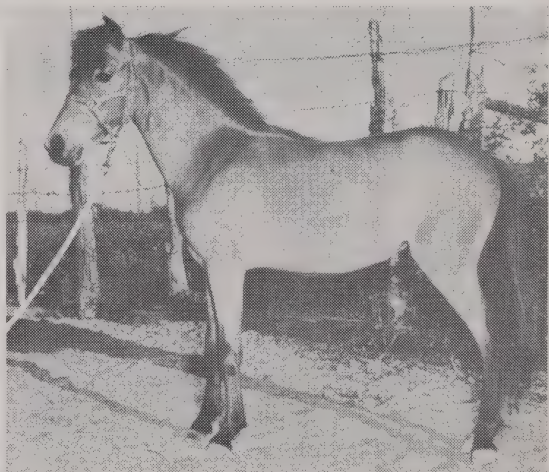
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## SHETLAND PONY SHOW PROGRAM

Sunday, July 2, 1961  
3:00 P. M.

### HALTER DIVISION

1. Stallion, under 3 years old -- Ribbon & Trophy
2. Stallion, over 3 years old --- Ribbon & Trophy
3. Mare, over 3 years old ----- Ribbon & Trophy
4. Mare, under 3 years old ----- Ribbon & Trophy
5. Mare and Foal ----- Ribbon & Trophy
  - Grand Champion Stallion ----- Trophy
  - Grand Champion Mare ----- Trophy

On exhibition will be the world's highest price P. O. A. horse, owned by R. R. W. Bradford of McAllen, who paid \$85,000 for the horse.

Ponies from all over South Texas will be in the Shetland Pony Show.



# First Presbyterian Church



IN AUGUST 1907 the Rev. A. H. P. McCurdy organized a Presbyterian Church in Falfurrias with 12 members. This church was supplied with ministers from Alice and occasional visiting ministers. From 1917 to 1923 this church was inactive, but in 1929 the church reported to presbytery a total membership of 16, consisting of Mr. and Mrs. Harry Bedell, W. A. Blumer, Mrs. G. M. Gear, Mr. and Mrs. H. G. Henderson, Russel Houston, Mrs. H. T. McKown, Bruce McKown, Mr. and Mrs. R. D. Pike, W. W. Sterling and Mr. and Mrs. C. F. Wagenschein. A Sunday School of 35 enrollment and a Women of the Church was organized in the same year and met in the Masonic Hall.

The corner stone of the present First Presbyterian Church building was laid on February 20, 1931 and the first fireproof church in town was erected on the lots donated by the Howard heirs. Mrs. C. F. Wagenschein and the late Mrs. W. B. Gardner were daughters of Mr. and Mrs. N. C. Howard.

The Rev. T. H. Pollard was the first minister

to fill the pulpit in the new church building and those succeeding were the Rev. Jas. Moore, the Rev. Paul Hanna, the Rev. S. H. Reisner and our present minister the Rev. Leslie E. Webb Jr. The membership at present is approximately 221.

The Church operates a Day School with four teachers; Mrs. J. M. Brooks, Principal, Mrs. Milton Chitwood, Mrs. Mack Roberson and Mrs. George Spark.

The Church Library was organized in 1954 and has over 3500 books. This is a free Library and it is open to the community.

Officers and members of the First Presbyterian Church join heartily in celebrating the Brooks County Golden Anniversary. You are cordially invited to worship God with us and join in making the community a better place to live.

## The Kiwanis Club

THE FALFURRIAS KIWANIS CLUB was officially organized March 12, 1952 with 25 charter members. The first officers were K. O. Thralls, President; Noel O. Villarreal, Vice-President; W. G. Mutchler, Secretary; and Bennie Benavides, Treasurer.

Club projects include donating a trophy every year to the Hearts Delight Tennis Tournament, furnishing funds for school lunches for underprivileged children, and donating money to the Little League Fund.

The club has eleven members at the present time and the officers are Robert Mora, President; Horacio Villarreal, Vice-President; Gonzalo Rivera, Secretary; and Raul J. Garcia, Treasurer. Weekly meetings are held at noon every Wednesday at the Park Grill.

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BROOKS COUNTY COURT HOUSE DEDICATION 1914

# Falfurrias...

## *A Town Before Brooks County Organized*

**F**ALFURRIAS WAS FORMERLY located six miles southeast of the present site and was relocated by Mr. E. C. Lasater where it is today when the San Antonio and Aransas Pass Railroad extended its lines to this point in 1902. It was a part of Starr County with the county seat being located in Rio Grande City, a distance of 400 miles by railroad or 85 horse-weary, sandy miles overland. The inconveniences of such a journey soon convinced the citizens of the need of a different arrangement and in 1909 Capt. J. A. Brooks was elected to the legislature for the express purpose of getting the county organized.

An act was passed March 8, 1911 creating Brooks County with territory taken from Starr, Hidalgo, and Zapata Counties. (In 1913 part of Brooks County was taken in the formation of Jim Hogg County.) Governor O. B. Colquit appointed officers for the new county. The first election for county and precinct officers was held on the second day of September, 1911. The returns of that election were made to the Board of Commissioners, comprised of Ed. C. Lasater, F. S. Rachal, Amado de la Garza, A. C. Jones, R. H. Campbell and E. R. Rachal. Certificates of election were issued by them to the new officers who were immediately sworn in and took over their duties.

The county was named for Captain J. A. Brooks who served as County Judge until his

death. His son, Judge J. M. Brooks, was appointed to serve out his term and has held this office ever since. Brooks County has had as its head a Brooks for fifty years, an unusual record.

The first court house was the Donahue building, still standing today, at the corner of Railroad and Rice Streets. The present court house was built in 1914 at a cost of about \$52,250.00.

### FIRST COUNTY OFFICIALS

County Judge	J. A. Brooks
County Attorney	J. F. Clarkson
Sheriff & Tax Collector	Amado de la Garza
County Treasurer	Lazaro Lopez
County Tax Assessor	E. R. Rachal
County & District Clerk	Rufino Garcia
County Surveyor	F. C. Rahlmann

### County Commissioners:

Precinct 1	B. T. Henry
Precinct 2	Pedro Lopez
Precinct 3	Marcelo Cantu*
Precinct 4	E. R. Jensen

\*Was appointed because no one ran in the election.

### First County Court House . . Donahue Building







First Car-load 1906 Watermelons in United States, Shipped from Falfurrias, May 25, 1906. Sold for \$400.00

## Farming, A Major Industry

by John L. Murphy  
County Agricultural Agent

**T**RUCK FARMING STARTED in Brooks County about 1904. The major vegetables grown at this time were onions, tomatoes, egg plants, peppers and lettuce. Most of the vegetables were irrigated from wells.

Some of the early truck farmers were Hart,

and Grosch, John McCrove, E. R. (Nute) Rachal, W. H. Schlake, H. W. Myers, J. N. Cloud, H. D. Thomas, F. Stoehr, John Donahue, D. H. Dashiell, John Helmn, G. F. Campbell, Karl Mann and Hart Mussey.

On one of the bean demonstrations, "Nute" Rachal planted his beans in February 1905 and started shipping them the first week in April, making a net profit of \$125 per acre of green beans, and then he sold \$20.00 dried beans making a total of \$145.00 per acre net profit.

In 1906 E. R. "Nute" Rachal set out the first  
(Continued on the next page)

First Bale 1906 Cotton grown in U. S. Shipped from Falfurrias, Texas. Arrival at Galveston Cotton Exchange



(Continued from page 62)

citrus orchard in Brooks County, and up until the freeze of 1951, citrus was one of the major farm enterprise in the county. Some of the early citrus growers were D. H. Dashiell, Miller Brothers and A. Rupp.

From truck crops the people shifted to cotton, and at one time there were 5 gins in the County with 21,700 acres planted to cotton in 1929. Some of the early growers were the Canu family, Barrera family, Vasquez family, Bill Donahue. Joe Myrick, Allie Porter and Robert McBride.

Since that time there has been a continued growth of interest in dairying, and a continued shift from cotton to other crops, as evidence by the fact that only about 2,000 acres were planted to cotton in 1961.

The Agricultural Extension Service of the Texas A&M College contributed greatly to the development of the ranching and farming in Brooks County.

The Brooks County Commissioners' Court and Texas A&M College, Extension Service hired the first County Agent for Brooks County September, 1928. H. C. Atchison, Jr., J. W. Jackson, Louis Franke, J. A. Oswalt, T. L. Eas-

ley and John L. Murphy have served as County Agricultural Agents in Brooks County.

During the depression of the 1930's, the Federal Government organized the old AAA, which program has been in operation in Brooks County since 1933, and today is known as the Agricultural Conservation Program.

The Loma Blanca Soil Conservation District was organized in 1947 and 1948 and it comprises all of Brooks County except the King Ranch properties. The Soil Conservation Service started giving assistance to the Loma Blanca Soil Conservation District on April 21, 1949, with Welland Watson being in charge of the Soil Conservation Service for the District since then.

The farmers and ranchers have obtained credit from the Farm Home Administration, The Coastal Bend Credit Association, Federal Land Bank, Houston Agricultural Credit Association, and many private banks, etc. This source of credit has had a lot of influence on the development of agriculture in Brooks County.

The Vocational Agriculture Department was added to the Falfurrias High School Curriculum in 1951. Jack Jenkins taught Agriculture for two years and Carroll Henderson has taught eight years. The Vocational Agriculture Department has had a great influence on the High School boys in Brooks County in becoming interested in ranching and farming.

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Falfurrias, Texas



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# Ranching...

## First Industry In Brooks County

by John Murphy

IN THE SECTION now known as Brooks County, from 1846 to 1894, cattle raising was virtually the only industry. No sheep raising existed and only enough farming to supply the needs of the ranchmen was carried on.

In those early days, land fencing was not in vogue. There were no fences, no windmills, no trees or timber along the creeks, and only a few scattered motts or timbered islands.

The type of cattle bred were of the longhorn variety, hardy, healthy, long, lank, and built for speed. They were admirably suited to the needs of those days when water was very scarce, and long trail drives to market were necessary.

Many of the earliest cattlemen were Mexicans, most of whom held land grants directly under the old Spanish government.

One thing grants had in common was that they were tremendously long, comparatively narrow, and many of them had access on the South to the Rio Grande River. The reason for

surveying the grants in such a manner was to provide each with a portion of the river for watering purposes as no other dependable water supply was known. By 1880, most of the grants had been broken, and sold to such an extent that the identity of the original owner had been lost.

Among the earliest land owners in the Brooks County area were Garza, Garcia, Cantu, Longoria, Peña and Villarreal. Descendants of these people still reside in Brooks County.

The cattle industry was a profitable business until 1861, at which time the Civil War broke out. At the outbreak of the war, the cattlemen left the ranches, leaving the cattle to mix and mingle and to be driven into Mexico by bands.

After the war the cattlemen returned and in 1870 the first cattle from South Texas were driven over the trail to Kansas. In that drive were the first cattle ever to "go to the trail" from the vicinity which is now Brooks County. Trail driving was in practice from 1870 almost to the end of the 80's, at which time the railroads placed new markets nearer to the ranch country. Because of the extent of the large ranches, short drives continued to be made for some time.

Among the early cattlemen and trail drivers

(Continued On Next Page)

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B & B MOTOR SALES

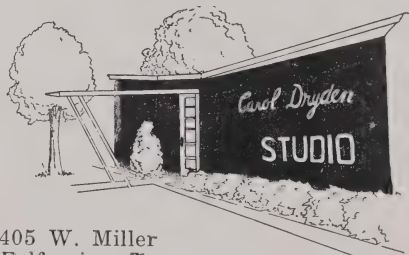
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# Ranching...

(Continued from Previous Page)

who served in the Brooks County territory in the early days were D. C. Rachal, E. R. Rachal, F. S. Rachal, Mitt Atkins and L. N. Porter of Brooks County; Jeff Elison, John Lytle, J. P. Gibson, the Kings, and the Kennedys from surrounding territory.

In the great drought of 1893 grass died, dried, powdered into dust; water holes never dry in the memory of man, shrunk, disappeared; cattle died like flies.

According to several decendents of the pioneer families many of the sand hills, which occur extensively in the central part of the county, first formed during this drouth of 1893.

Then Ed C. Lasater arrived. In the years that followed Lasater acquired mile after mile of land until he was in possession of approximately 380,000 acres. He fenced this acreage and divided it into pastures. He drilled the first deep water wells, assuring the area a dependable supply of water, and stocked the ranges with cattle.

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## Lopez-Williams VFW Post No. 7634

**T**HE VETERANS of Foreign Wars, Post #7634, Falfurrias, was organized by R. V. de los Santos and fellow veterans on June 23, 1946. First Commander elected was Raul de los Santos with 23 charter members.

The date of institution was June 30, 1945, by Officer A. A. Prince, V. F. W. District 6 Commander from Corpus Christi, Texas. At this time the post had not adopted a name or had been assigned a number.

The name Lopez-Williams originated from the first two Brooks County men killed in action during World War II, namely, Faraon Lopez and Ernest Williams.

With a present membership of 102, the Post is active in community work, such as Youth Service, Americanism, Veteran Affairs and Church work.

In September 1951 the Post bought seven acres of land east of town where the V. F. W. Hall is now located. Manuel Lemus is in charge of all bookings and arrangements for the use of the V. F. W. Hall, which is used for all kinds of local community functions.

**C. F. WAGENSCHN**

**Breeder of Santa Gertrudis**

**Cattle**

**Since 1946**

**FALFURRIAS, TEXAS**

# Falfurrias Rotary Club

*...Oldest Service Club...*

THE ROTARY CLUB of Falfurrias was organized in March of 1927. There were 17 charter members including J. R. Scott, Jr., W. B. Gardner, Sr., Neil B. Rupp, Elmer J. Rupp, George Collins, T. R. Bennett, E. P. Johnson, C. F. Hopper, Walter Barnes, E. D. McIntyre, J. C. Tomas, L. A. Dickey and E. W. Dickey, Sr. J. R. Scott, Jr. was elected first President of the Falfurrias Rotary Club. The first meeting place of the Club was in the old Garcia and Lozano building, which is now known as the Jack Casey cafe building. The present day Rotary Club of Falfurrias has 45 members, with John L. Forsyth as President. The Club meets each Monday at 12:15 p.m. at the Terrace Room of the Park Grill.



Robert Curtise edited the first newspaper in Falfurrias.

The first automobile made its appearance in Falfurrias in 1905.

Charles Premont bought the first city lot in Falfurrias in 1904.

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Falfurrias, Texas

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# Brooks County 4-H Clubs

4-H CLUB WORK has grown in Brooks County from four clubs a year to twenty and from fifty members to six hundred. Some of those who helped to get 4-H work established in the County, especially in the rural schools were: Misses Ruth Story, Florence Schuetz, Pearl Whitcher, Sulema Garza and Mrs. Noe Guerra. We have a Youth Booster Club of one hundred members that sponsor a Youth Booster Show each year where 4-H boys and girls, together with FFA boys and FHA girls, show their animals and products.

The scope of the 4-H program has widened from beef cattle, clothing and foods to leadership, safety, tractor maintenance, soil evaluation, dairying and dairy foods and electricity — just to name a few.



The first school in Falfurrias was a one room building.

There were only nine members in the first graduating class in Falfurrias.

Dr. Houston was the first physician in Falfurrias.

COMPLIMENTS

OF

## VILLARREAL FOOD MARKET

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# MASONIC LODGE

... passed its 50th year

ON JANUARY 5, 1911, Falfurrias Lodge #1030 AF & AM was duly constituted with fifteen members. The Right Worshipful R. C. Boone, District Deputy Grand Master, acting under special dispensation granted by the Grand Master, installed the following officers: O.W.H. McCall, Worshipful Master; F. C. Ryan, Senior Warden; Ed Rachal, Junior Warden; J. H. Morgan, Secretary; R. J. McIntyre, Treasurer; W. R. Dashiell, Senior Deacon; R. E. Comstock, Junior Deacon; T.F.P. Love, Tiler; T. A. Chamberlain, Senior Steward; and R. E. McBryde, Junior Steward.

The first stated meeting was held on January 10, 1911 in the building located where the present Falfurrias Creamery is. The first degrees conferred were on N. E. Powell and Les McIntyre on February 7, 1911. Through the years meetings have been held in many places until on December 17, 1929 the new lodge was dedicated with Bro. E. G. Lloyd, District Deputy Grand Master, presiding.

The first summons meeting of the lodge was called on June 11, 1912 and Bro. Ed Rachal, our only living charter member, was elected Worshipful Master and installed on June 24,

1912.

Starting with fifteen Brethren the Lodge now has a membership of over one hundred eighty members.

## Scouting In Falfurrias

SCOUTING IN FALFURRIAS was started with the organization of Troop 28 in April 1929 or 1930, sponsored by the Rotary Club with nine boys. In addition to this troop, there is Troop 255, organized about 1955 under the sponsorship of the Presbyterian Men of the Church and Troop 256, sponsored by the Methodist Men, which was organized in March 1956. Troop 256 has the distinction of having 12 boys receive God and Country awards in 1959.

Cub Pack 28 was organized in 1942 under the sponsorship of the Rotary Club. By 1958 this Pack became so large that it was divided and Cub Pack 256 was organized, being sponsored by the Methodist Men.

Explorer Post 258, sponsored by the Baptist Men of the Church, was organized in early 1960. It is the largest post in the entire Gulf Council.

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BROOKS COUNTY

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# *The Oil And Gas Story In Brooks County*

**A**BOUT THE TIME Brooks County was founded, quite a number of "wildcat" wells were drilled. All these rigs were moved in with twenty mule team wagons, and apparently none of them ever found production that would be profitable. During 1914 some oil was produced about 15 miles west of Falfurrias.

In the middle of the era known as the "Roaring 20's" the first seismic survey of the county was made. What this survey accomplished will never be known, as the custom of the times was to destroy all records after the top officials of the company running the survey had committed the pertinent information to memory.

During the early part of the 1930's actual oil production was achieved in the southwest part of the county. This production was from what became known as the Alto Verde Field and was quite shallow, none of the wells being 1000 feet deep. Some production is still being pumped from a few of these wells.

The first deep producer was the Standard Oil Company of Texas' Garcia No. 3 in what became known as the Alta Mesa Field. A local citizen, Chester Downs was a driller on this well. The Alta Mesa Field is about three miles north of the Alto Verde Field. The discovery well was completed in the middle of 1936, and by 1952, the Field was practically developed.

The Alta Mesa Field was the first oil production that had a significant impact on the history of the county. However, the hunt for

oil was being carried on even prior to the formation of the county.

On the fifth of September 1938 Humble Oil and refining Company opened the Kelsey-Bass Field, in the extreme southwest corner of the county, with the completion of the A.M.K. Bass No. 2. This field did have and is destined to have a large amount to do with the history of Brooks County.

Because there was considerable gas-distillate in the Kesey-Bass Field and because there was no outlet for the gas the field could not be fully developed until recently when Humble started processing the gas in their new huge King Ranch Processing Plant.

During 1938 there were a great many disappointed people in the extreme northwest corner of the county. This was the discovery of the La Gloria Gas-Distillate Field. The field could not be developed because of no market for the gas. However this field was destined to have a tremendous impact on the history of the county. Magnolia Petroleum Company owned the majority of the leases in this field.

This was brought about by the development of gas cycling plants to process the gas from gas-distillate fields, removing the liquifiable portions and returning the remaining portion to the sands from where it was produced.

The major oil companies did not believe cy-

(Continued on next page)

## **FALFURRIAS INSURANCE AGENCY**

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## **CITY FOOD STORE**

**235 EAST RICE ST.**

**M. P. Gosalvez & Son**



# Oil And Gas Story...

(Continued from Previous Page)

cling plants practical so until the idea was proven, small independents with vision and courage did the developing. Several such men started looking at the La Gloria Field in 1939 and made a proposition to the leaseholders and royalty owners, which was accepted.

These men built the La Gloria Falfurrias Plant and incorporated a company under the name La Gloria Corporation. Although this plant was just outside the county, most of its employees were, or became Brooks County Citizens.

Some interesting information about this plant is that at the time of building it was the largest such installation in the world. Since, it has been more than doubled in size but it ranks ninth in size now. The weight of gas to the plant initially was over 7000 tons, liquids removed amounted to 1100 tons, 200 tons of gas was used for fuel operating the plant and 6700 tons were returned to the sands.

The Oil and Gas of Brooks County was very important during World War II. So important that President Franklin Roosevelt personally made the decision to maintain several residents of the county on their jobs processing gas and hunting oil rather than have them go to the atomic bomb project or the armed services.

After the War several transcontinental gas pipelines were constructed across the county. The residents of Brooks started profiting greatly as large volumes of gas from several county fields were sold to these lines. This gas went to Chicago, New York, Philadelphia, Washington D. C., Detroit and many other large cities. The money came from these places to Brooks as royalty and wages.

During the early 1940's a good oil field was found on the Mills Bennett Ranch. It is now producing a significant amount of oil and gas and will affect the economy of the county for several years in the future.

During 1945 the La Gloria Oil Field was discovered. This is south and southwest of the La Gloria Gas Field. In fact some of the gas sands overlie some of the oil sands. This is one of the larger oil fields of Texas and is practically 100% in Brooks County.

There was and is large volumes of gas pro-

duced with this oil and this brought a new industry to the county in 1949 in the installation of the carbon black plant located ten miles south of Falfurrias. The carbon black produced is a superior grade of product and is in great demand for use in first line pneumatic tire manufacture.

There are two other gas-distillate fields in the county that should be mentioned. Neither are as well known, even locally, as some of the others but they definitely are additions to the county economy. These are the Sullivan Ranch Gas Field and the Gyp Hill Area.

Oil and Gas directly increase the county population 45%. Very probably it is more than this taking everything into consideration.

The school system derives most of its operating expenses from the Oil, Gas, and Associated Service Companies. Until 1952 92% of these expenses were paid by these companies. At present they supply 86% of the expense money. The county operating funds come from the same source to the "tune of" 75%.

Gas in the long lines, along with Falfurrias Butter and Beefmaster cattle have spread the names Brooks County and Falfurrias from coast to coast the width of the nation.

by Homer Givens

## VILLARREAL FEED STORE

**FULL-O-PEP  
FEED**

307 W. Rice St.

# Dr Pepper

## HOW MANY OF US HAVE BEEN HERE LONG ENOUGH TO REMEMBER-----

The first citrus fruit packing plant in the state was located in Falfurrias.

Falfurrias, the only trading center in Brooks county.

Falfurrias is famous for its wonderful supply of artesian water.

Falfurrias grapefruit is conceded to be the best grown in the United States.

The "Heart's Delight" is a native flower of Brooks County.

The first railway officials visited Falfurrias in 1902 in a hack driven by Charles Premont.

The first railway station was an ordinary ox car.

C. J. Jordan was the first Railroad Agent of Falfurrias.

In 1925 Brooks County possessed only two miles of railway.

R. H. Rice was the first postmaster of Falfurrias.

Lumber for the first coffin in Falfurrias was taken from the walls of a tent.

The first butcher shop was operated by Reyes Cruz.

The first mail was carried to Falfurrias on horseback.

The first Sunday School was conducted in Falfurrias by W. E. Caldwell.

The first graduating class in Falfurrias was in 1909.

J. H. Morgan was the first superintendent of schools in Falfurrias.

Exercises for the first graduating class in Falfurrias were held in the Methodist Church.

R. E. McBride owned the first restaurant in Falfurrias.

E. E. Edwards owned the first blacksmith shop in Falfurrias.

Luckins and Lux owned the first lumber yard in Falfurrias.

Mr. Compton operated the first bakery in Falfurrias.

Vivian Kevlin owned the first saddle shop in Falfurrias.

The first city water was distributed in barrels.

W. W. Sloan owned the first variety store in Falfurrias.

The first carload of oranges from Texas was shipped from Falfurrias.

Juan Gonzales Jr. sold the first beer in Falfurrias.

Bozard and White operated the first saloon in Falfurrias.



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COMPLIMENTS  
OF  
PALOMAS RANCH

**P. A. Hunter,**  
Manager



# The Church Of Christ

IN 1938 or 1939 A FEW families, gathered from the four corners of the county and from Premont, met together as a congregation of worshippers in a small building south of the football park. Mrs. A. W. Lewis is given credit with being one of the main moving spirits at the time. Her brother, W. R. Phillips, was their first preacher, serving without pay.

The congregation soon outgrew these quarters and moved into the Masonic Hall. In 1944 they bought their present property. In 1950 the auditorium and four class rooms were added. In 1960 the recreation hall at Humble Camp was bought and moved in for additional class rooms. In June 1950 those who lived in Premont, about half the congregation, decided to form a new congregation at that place. At the present time, plans are moving ahead rapidly toward the erection of a new, modern building.

## The American Legion Auxiliary

THE AMERICAN LEGION Auxiliary of the Joseph-Holmes Post #207 was organized on Sept. 21, 1954. Mrs. Cleo Downing, District President, now state president, was here to organize the unit. Tickey Hancock, was elected president at this meeting and held this office until September 1955. There were two Gold Star Mothers, Mrs. Alice Flack and Mrs. Lillie Potts, one widow, and one Junior Member whose father had given his life for our country.

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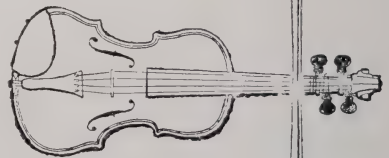
The widow was Mrs. Eva Douglas Potts who passed away in 1961.

The Auxiliary sponsors Americanism Programs in the County every year and helps in all County projects. It holds its monthly meetings every second Wednesday, with Mrs. Kay West acting as President.

## City Of Falfurrias Recently Incorporated

FALFURRIAS WAS INCORPORATED as a city in an election on Dec. 11, 1948. R. R. Scott was elected Mayor and Noel O. Villarreal and R. J. McIntyre were elected commissioners. Markel Heath became City Attorney and M. R. Garcia City Clerk. S. F. Young became first Corporation Judge. In 1950 Avelino A. Salinas assumed the duties of City Clerk. No other change was made in City Government until 1955 when J. M. Skinner replaced S. F. Young as Corporation Judge. In 1956 Mayor Scott moved out of the city limits of Falfurrias and was replaced by R. C. Burdett. In 1957 M. F. Benavides and Fred Cruz became City Commissioners, replacing Noel Villarreal and R. J. McIntyre. Two years later in 1959 Frank Salinas replaced M. F. Benavides as Commissioner. This year, 1961 reflected two changes. M. F. Benavides assumed the office of Mayor, and Alfredo Byington Jr. the duties of City Clerk.

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sparkling Coca-Cola



Bottled under authority of The Coca-Cola Company by

AMERICAN BOTTLING CO.

Corpus Christi, Texas

Serving The Area For Over 50 Years



**First contingent of Jerseys shipped to Brooks County in 1909.**

## **Founding Of Brooks County Based On Dairy Industry**

**D**AIRYING IN BROOKS County began as a plan to attract settlers. Edward C. Lasater divided 60,000 acres of his holdings into small dairy farms that were to be offered for sale to residents of the Midwest. The land was located between the towns of Falfurrias and Realitos, and was divided into farms varying in size from a quarter section to 640 acres.

As a part of that plan, the idea of establishing the Falfurrias Creamery Company was born. To Lasater, a creamery capable of producing premium butter from rich cream was the logical answer to the problem of providing a market for the products of a dairying area far removed from any major population centers.

Since the Falfurrias area was beef cattle country, the idea of turning open spaces into a maze of small fenced dairy farms was sure to raise many an eyebrow, but in 1907, Lasater

began the dairy farm project. Through advertising, the Falfurrias name was spread before the entire Midwest. The response was tremendous and immediate with people staking their futures on this Land of Heart's Delight.

Terms of the plan were; only one-fourth of the land price as down payment, available pure-bred Jersey cows paid for by a small percentage of the money received from the sale of cream, and each land owner must raise feed crops and construct barns and silos.

In 1909, Ed Lasater began building a pure-bred Jersey herd with 100 cows of the Tormen-tor strain purchased from the famed Hood Stock Farm in Massachusetts. This herd was to eventually supply milk-producing animals to

(Continued on next Page)

**IRA POOLE, Jeweler**

P. O. Box 44

**FALFURRIAS, TEXAS**

## **Falfurrias Mercantile Ranch Store**

**Serving the Farm & Ranch Trade  
for over  
50 YEARS**





## OLD TIME DAIRY

### Dairying . . . .

(Continued from Previous Page)

the settlers in his dairy farm community. In a short span of years, the herd was the largest in the world, with more than 3,000 animals at its peak.

These fine cattle and their off-spring went on the show circuits of the nation and won undying fame in Jersey history. Falfurrias Jerseys brought Lasater the coveted premium breeder and exhibitor banner more times than any other one breeder in the United States. Dispersing of the Lasater herd began in the 1920's, benefiting the entire dairy industry of the state.

The first plant of the Falfurrias Creamery was a three room wooden building covering the block between the present theatre and bank. In a matter of months, the public demand for Falfurrias Sweet Cream Butter exceeded supply.

The Falfurrias Creamery is one of the oldest independent creameries in Texas operated under original ownership. Garland M. Lasater has been manager of the Falfurrias Creamery

since his father's death in 1930. The business supplies butter, cottage cheese and Grade A milk to large Texas markets. The butter covers the largest area, but Falfurrias cottage cheese is known and sold from Laredo, San Antonio, Austin, Houston and south to the border. The 3,000 pound drainer-mixer machine for cottage cheese is one of the largest in the state.

Early day barns were similar; usually just a roof with stanchions underneath and a small room to accomodate the cream seperator and equipment. One man was assigned to milk about 20 cows and there were stanchions for the entire group of cows. Stanchion barns are still being used, but most newer barns have elevated stalls or parlors for 3 to 8 cows in number. With milking machines, a man can milk from 20 to 25 cows an hour.

Mr. T. S. Proctor of Falfurrias has had 40  
(Continued on next Page)

JACK JOHNSTON

## Wilson Feed & Seed Co.

Jesse Wilson Jr., Prop.

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ALICE, TEXAS

"Happy Anniversary"

Box 313 Falfurrias

Phone FA 5-2344



**A portion of the Lasater Jersey dairy herd with large milking barn in background, picture taken in the early twenties.**

## Dairying . . . .

(Continued from Previous Page)

years of creamery experience. After five years of creamery experience in Oklahoma, Kansas, Nebraska and Colorado, Mr. Proctor came to Falfurrias in 1916 to supervise the butter making for Lasater. In 1923, he started his own 150 cow registered Jersey herd, and in 1937, his own creamery. The Proctor Creamery and Jersey herd were continued until 1951.

Clarence Burdett, George Frank and Carl Mann were early day dairymen in Brooks County with large herds of Jerseys.

Clyde Huffsmith was the first Dairy Herd Improvement Association tester in Texas when he came to Falfurrias in 1929. The D.H.I.A. Association in Brooks County was also the first in Texas. Ed Lasater subsidized the D.H.I.A. program until it could pay for itself, and paid the travel expenses for dairymen to go to the first A&M College Dairy Shortcourse 25 years ago.

The first Texas Jersey bull to be officially proven was one belonging to Clyde H. Rupp, purchased from Lasater. Clyde Rupp began dairying in 1928 with Jerseys. In 1949, after the demand for Grade A milk increased, he purchased six registered Holsteins at the National Blue Ribbon Sale in Wisconsin. This purchase started the first registered Holstein herd  
(Continued on Next Page)

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**GENERAL TELEPHONE COMPANY  
OF THE SOUTHWEST**

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# Dairying . . . .

(Continued from Previous Page)

in Brooks County and this area.

In 1956 at the Black and White Show in Dublin, Texas, the Rupp Holsteins won the "First Dairy Herd" award. At present, the Rupp Holstein herd is not the largest in Brooks County, but produces the most pounds of milk. Cows in the herd are known across the country to Holstein Breeders.

The Borden Company, with J. B. Land as their representative, was the first to buy whole milk from Brooks County dairies. Now approximately 55 Grade A dairies in Brooks County supply milk to plants in the South Texas Area.

Dairy cows in Brooks County number 3,575 with a 6000 pound per cow average production



In a modern dairy milk is piped direct from the cow to the shipping container and never exposed to the air.

E. Wayne Pettit

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BROOK-WELL CO.

PETROLEUM PRODUCTS

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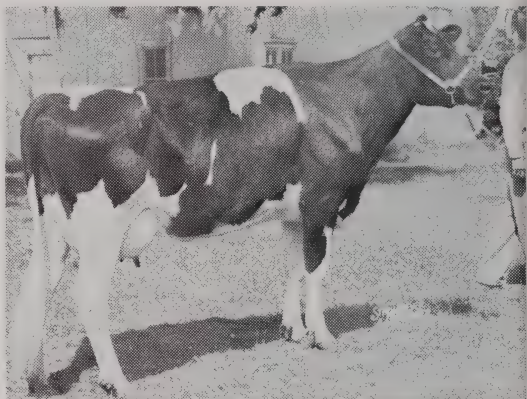
Falfurrias, Texas

a year. Gross income for the year from dairying in Brooks County was \$1,200,000 with 214,550,000 pounds of milk produced per year.

Some of the larger dairies in Brooks County now belong to Clyde Rupp, Clyde Burdett, Percy Hunter, Ed Cantu and Rufino Garcia.

It was dairying revenue that aided Brooks Colonization. The history of the city of Falfurrias and Brooks County has paralleled closely the history of the development of the dairy industry in this area. Dairying and ranching are the most important source of income from Agriculture in this area.

By Mrs. Bob Rupp



Holstein, classified "Excellent", from Clyde Rupp Herd. Named "Ideal Raven Tidy Bell."

J. C. THOMAS

30 Years in Business

RANGE & CATTLE LOANS

109 Las Pitas St.

# Don Pedrito

## .... The Healer Of Los Olmos

(Excerpts from "Our Heritage" a term paper  
by Margaret Ann Crook)

**H**ISTORY IS NOT all that makes up our heritage. When talking with any "old timer" or any of the present generation, you can always find out something about the Mexican folklore of this area. The most famous of these is about Don Pedrito, an old Mexican faith healer who lived east of Falfurrias on Los Olmos Creek. He is supposed to have been able to cure any illness.

The story goes something like this: When Don Pedrito was a poor laborer in Mexico working for five dollars a month, he suffered in affliction of the nose. One night he was suffering so much that he went out into the woods to a pool of water. He lay down and buried his face in the mud at the edge. For three days he continued this treatment and was cured. When he returned home, he lay down and slept. He was soon awakened by a voice which told him that he had received from God the gift of healing. The voice also commanded him to go cure his sick master. He went to his master and prescribed the first thing that came to his mind. After this fashion he prescribed always. Thus began the work of Don Pedrito Jaramillo.

After this Don Pedrito came to Los Olmos



Creek where he began a twenty-five year practice. During this time, reports show that thousands of people were cured by this man, many of them from thousands of miles away. Never in his years of practice did Don Pedrito charge for his services. Many people sent him stamps for his services. (Mr. Joe Myrick told me he knew Don Pedrito. One day a mail inspector came down from San Antonio and wanted to go out to Don Pedrito's to get some stamps from him as they were out in San Antonio. Mr. Myrick said that they found Don Pedrito with

(Continued on next Page)

FALFURRIAS DRUG CO.

COMPLIMENTS  
OF  
OIL WELL SERVICING CO.  
CORPUS CHRISTI, TEXAS



# CHURCH OF GOD

THE CHURCH OF GOD had for its first meeting house the homes and school of the La Gloria community in 1928. Two of the itinerant pastors who served the congregation during these early years were the Rev. Raymond Hull and the Rev. Leslie Gaylord.

In the year 1940, final plans were made to build a meeting house for the Church of God in Falfurrias. The Rev. Bee Miller of East Texas was engaged to serve as first full-time pastor and builder. Dedication of the finished building took place on Sunday, December 7, 1941.

In the year 1952, the educational unit was accepted when Mrs. C. C. Hornsby deeded over



to the Congregation their former residence, located next to the church building.

The present pastor is the Rev. Donald R. Brumfield who came as overseer of the local fellowship in October, 1958.

## Don Pedrito...

Continued from Previous Page)

eight to nine hundred dollars in stamps and three five-hundred gallon barrels of letters he hadn't opened. Where did Don Pedrito get all of these stamps? His patients sent him stamps as payment for his cures since he would not take money.)

Many examples are given of Don Pedrito's cures. I will give only a few of them. The story is told of a man in good health who sought to prove that Don Pedrito did not have the power to heal the sick. Don Pedrito discovered this fraud and told the man that in order to recover his health that he must eat a bale of hay. Then he told him, "When one brings a lie, he will take a lie." Don Pedrito prescribed for one woman who had severe migraine headaches that her head be cut off and thrown to the dogs. Her violent anger over this cure stopped her headaches.

Not only Mexican people believed in Don Pedrito's cures. Mrs. Foster who lived near Alice wrote to the curandero for a cure for a growth on her eye. She tried the cure and it

worked.

There were exceptions to Don Pedrito's cures and some failed mainly from lack of faith and not following directions. A ranchman, Mr. Pete McNeill was told to eat a raw egg every morning for nine mornings. On the ninth morning he used a turkey egg and the cure failed. A vaquero who was instructed to do hard work for nine successive days without stopping for a siesta did not follow instructions and was blind the rest of his life.

Copies of prescriptions Don Pedrito wrote have been found. One of them is:

"Señor Feliciano: Bathe seven nights, at whatever hour you choose, entirely nude, soap-ing yourself in cold water; have no guard."

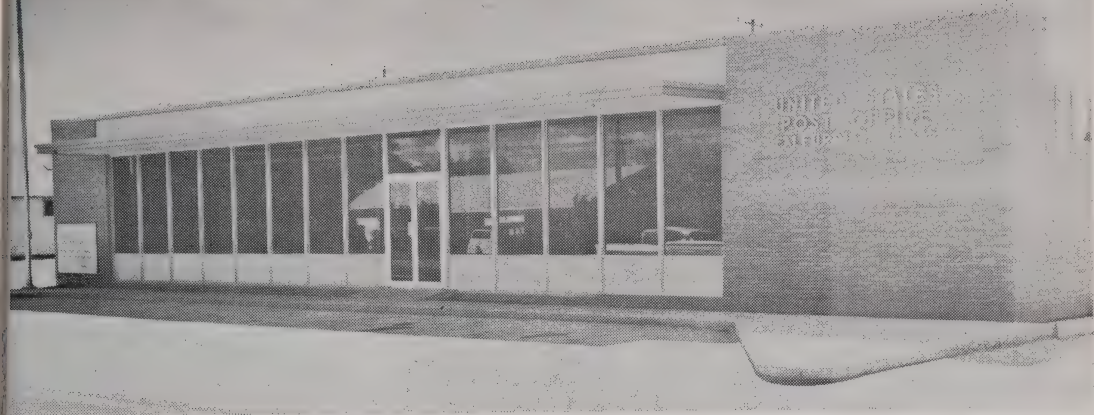
Don Pedrito died in 1907 and was buried about four miles east of Falfurrias. Today a visit to his grave will show that he is still loved and prayed to by the Mexican people. There is always a large number of candles and artificial wreaths on his grave.

Information for above obtained from "The Healer of Los Olmos" by Ruth Dodson.

### DON PEDRITO'S GRAVE IN LOS OLMOS CEMETERY







## Falfurrias Post Office Established In 1908

**T**HREE POSTMASTERS have served the Falfurrias community during the last 50 years. They include W. A. Gardner, who, with one part time helper, operated the Fourth Class office from about 1908 until 1912. W. W. Sloan

was postmaster from 1914 until his retirement in 1939. For the past 22 years T. R. Bennett has been postmaster.

The post office has been housed in several buildings. During the years it has grown from a small Fourth Class office in small quarters to a First Class office in its present modern brick building which was dedicated in 1960. City delivery was inaugurated in 1951.

## HUMBLE PRODUCTS

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WHOLESALE

B. R. DUNN  
RETAIL

## Chamber Of Commerce Leads The Way To Civic Progress

**T**HE FALFURRIAS Chamber of Commerce has made itself felt in the community for more than thirty years, going through several reorganizations necessary to meet the demands of changing times. In 1922 Mrs. Lorraine Jones Spoonts of Corpus Christi came to Falfurrias by invitation of a group of Falfurrias citizens to help organize a Chamber of Commerce, a Board of Directors was elected, and by 1924 the Chamber was permanently established.

Until 1929 some member of the Board acted as Secretary, keeping the minutes, taking care of all correspondence, and other business of the Chamber, all without pay. In those days monthly expenses ran about \$25.00 monthly. By 1929 Falfurrias was growing rapidly, the railroad had been extended to the Valley, highways were improved, a new school building was erected, and tourists from the North were stopping here. The demands on the Secretary had become too heavy to be carried on a volunteer basis, so in November of 1929 Miss Ruth Story was employed as a full time Secretary. She resigned in 1934 and was followed by Mr. J. L. Gardner of Alice.

The first project undertaken by the Chamber was the Falfurrias-Hebbronville highway which upon reality brought untold benefits to the city. Another important project was selling our citrus industry — some orchards were planted here before those in the Valley — to home seekers from the North.

The Chamber of Commerce was first housed in a small one-room frame house on the spot now made into Pioneer Park. When the building was moved, all records were lost and forgotten. During those days the Chamber had many civic projects, including sponsoring and supporting the volunteer fire department, and doing a great deal of work in getting streets and lateral county roads improved.

The last reorganization of the Chamber of Commerce was in March 1946. Since that time the following have served as President of the Chamber: John Lynch, G. M. Lasater, F. L. Vickrey, Marvin Noll, Homer Williams, R. L. Lewis, M. F. Benavides, L. A. Dickey, J. O. Ware, Howard Behrent, Otis Goldman, Jens P. Nielsen, L. O. Dallas, R. R. Scott, R. H. Gardner, Walter A. Blumer and Carol Dryden, the present incumbent.

In 1951 a permanent building to house the Chamber was constructed at the present site. The projects of the Chamber since 1946 have been many and varied including assisting in getting incorporation of the city, securing the organization of a Retail Merchants Association, assisting in many projects such as rat control, traffic problems, calf feeding programs for 4-H boys, sanitation problems, fire preven-



tion, widening of the highways within the city, dedicating the new post office, and many others too numerous to name.

The Chamber is the administrator for the funds left when the Rodeo Association was dissolved. It also was instrumental in getting the U. S. Highway 281 Development Committee started. Recent projects include having the District 7 interscholastic League School Band Marching Contest held here, issuing a Cachet honoring the oil industry, and cooperating with the Brooks County Industrial Foundation in carrying out an industrial and economic survey.

The big project at this time is to make the Brooks County Golden Fiesta, which was started by the Chamber, a huge success. The Fiesta headquarters is located in the Chamber building.

### MAGNETO SALES & SERVICE

HARRY DUTTON

924 E. Bowie

FA 5-3293

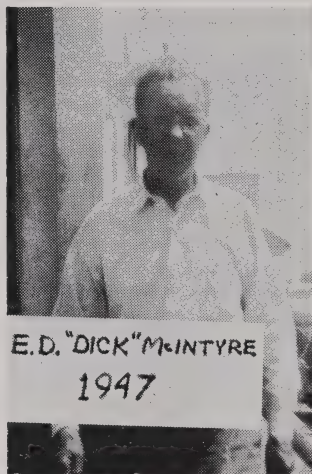


Clothing for the Entire  
FAMILY





FOR THE PAST fifty-three years, three generations of McIntyres have furnished building materials to the people of Falfurrias and Brooks County. In 1908, R. J. "Pa" McIntyre moved to Falfurrias and purchased an interest in the Starr Lumber Company. With him came his wife Nancy, their son Les, and their daughter Ada. Old time residents will remember well the two-story lumber yard and home as they retell early history and humorous anecdotes throughout this Brooks County Golden Fiesta.



UPON THE DEATH of R. J. McIntyre in 1921, his oldest son, E. D. "Dick" McIntyre came from Van Buren, Arkansas, with his wife Lula, to take over operation of the McIntyre Lumber Company. During his thirty years of management, the business experienced its greatest growth. The McIntyre family has also operated service stations, a tourist court, public scales, a farm, cafes, gasoline agencies, a concrete plant, and a laundry; however, the McIntyre Lumber Company has always been as it is today, the family's primary endeavor and concern.



TODAY, THE THIRD generation, R. J. and Dick McIntyre, are very proud of the fact that more than two-thirds of all the buildings constructed in Brooks County during its entire history have included building materials furnished by the McIntyre family. They build for the future with this belief — "To be venerable is of small consequence in itself. But to be old in years and experience and yet to be growing in usefulness is to be worthy of a great heritage."

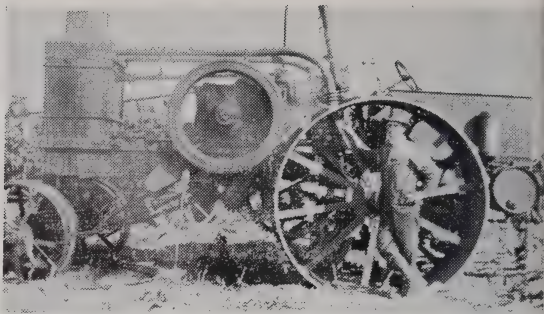
**McIntyre**  
**LUMBER CO.**



Right: One of the first tractors.

Center: Waiting for the train.

Bottom: Early 1921 Main Street scene.



# *Flournoy Drilling Co.*

1907 E. MAIN

ALICE, TEXAS

ALICE

CORPUS CHRISTI

PHONE MO 4-5471

PHONE TU 4-5812

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“Operating Four Power Rigs In South Texas”

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# Brooks County Elected Officials

## 1911-1961

Taken from Official Records at County Clerk's Office and  
Does Not Include Appointed Officials

### County Judge

1911-42 J. A. Brooks  
1943- J. M. Brooks

### Sheriff and Tax Collector

1911-16 Amado Garza  
1917-18 Jas. T. Maupin  
1919-22 L. N. Porter  
1923-24 Geo. B. Hurst  
1925-38 J. H. Ballard  
1939-56 J. A. Grimes  
1957- Ed. Wilkinson

### County Clerk

1911-14 Rufino Garcia, Sr.  
1915-16 Charles Phillips, Sr.  
1917-26 O. D. Kirkland  
1927-40 M. F. Orth  
1941-48 I. J. Benavides  
1949 Calixto Mora

### County Attorney

1911-16 J. F. Clarkson  
1917-20 John C. North  
1921-22 Brackenridge South  
1923-38 J. W. Wilson  
1939-40 F. G. Garza  
1941-46 Sam G. Reams  
1947-52 J. W. Wilson  
1953- Harold Vittitoe

### County Treasurer

1911-14 Lazaro Lopez  
1915-32 A. B. Watts  
1933-38 Chester Downs  
1939-54 Rufino Garcia, Jr.  
1955- Sulema Garza

### County Surveyor

1911-18 F. C. Rahlmann  
1919-32 H. S. Bedell  
1933-58 Alfredo Benavides  
1959- James Chamberlain

### Tax Assessor

1911-16 E. R. Rachal  
1917-22 F. C. Rachal  
1923-24 D. H. Cox  
1925-34 L. L. Chamberlain

### Public Weigher

1919-22 R. J. McIntyre  
1923-28 L. E. McIntyre  
1929-36 Lula McIntyre

### District Clerk

1951-54 Andres Lopez  
1955- Oscar Hinojosa

### Commissioner, Prec. 1

1911-22 B. T. Henry  
1923-24 Fred McMenemy  
1925-34 J. H. Hinnant  
1935-38 C. F. Wagenschein  
1939-50 Elmer J. Rupp  
1951- J. M. Alaniz

### Justice of Peace, Prec. 1

1911-16 R. N. Curtis  
1917-22 W. A. Gardner  
1923-26 C. O. Kinne  
1927-34 Jas. T. Maupin  
1935-40 H. G. Henderson  
1941-54 S. F. Young  
1955-58 J. M. Skinner  
1959- Horacio Villarreal

### Constable, Prec. 1

1911-14 Jesus Ramirez  
1915-16 Leonardo Villarreal  
1917-18 Simon G. Lopez  
1919-24 M. H. Atkins  
1925-38 J. A. Grimes  
1939-48 Samuel Garcia  
1949-60 M. E. Hill  
1961- George G. Garcia

### Commissioner, Prec. 2

1911-16 Pedro Lopez  
1917-18 Obed Zimmerman  
1919-28 S. F. Young  
1929-52 H. E. Young  
1953- Elmer Zahn

### Justice of Peace, Prec. 2

1911-16 J. J. Sparrow  
1919-20 D. R. Young  
1921-22 R. H. Bowman  
1923-24 Cloyd Hammitt  
1927-28 Dan Young  
1931-32 Geo. O. Frank  
1941-42 Porter Tankersley  
1951-54 Manuel Argueles  
1955-58 Fred Lopez  
1959- Pedro Pineda

### Constable, Prec. 2

1911-12 Augustin Rivas  
1913-16 Leobardo Ramirez  
1917-23 Edom Zimmerman  
1927-28 Cloyd Hammitt  
1931-32 Geo. Frank, Jr.  
1941-42 P. A. Hunter  
1951-52 Fernando Garcia  
1953- Abraham Garcia

### Commissioner, Prec. 3

1911-22 Marcelo Cantu  
1923-24 Transito Ansuelda  
1925-28 Eugenio Longoria  
1929-40 James McBride  
1941-52 Lino Cantu  
1953-56 Elmiro Perez  
1957- Pedro Ramirez

### Justice of Peace, Prec. 3

1911-16 Nicolas Cantu  
1941-54 Benito Cantu  
1955- Leonel Longoria

### Constable, Prec. 3

1911-16 Miguel Villarreal  
1927-28 Nicolas Cantu  
1929-30 P. E. Mangel  
1941-42 Pedro Ramirez  
1943-50 Pablo Perez  
1951-60 J. M. Villarreal  
1961- Pablo Garcia

### Commissioner, Prec. 4

1911-16 E. R. Jensen  
1917-18 Geo. O. Franks  
1919-20 Ed. Shuford  
1921-22 Ed. C. Lasater  
1923-24 James McBride  
1925-30 Ed. C. Lasater  
1931-38 G. M. Lasater  
1939-58 Richard G. Cage  
1959- John Forsyth

### Justice of Peace, Prec. 4

1911-16 Jesus R. Garcia  
1921-22 James McBride  
1923-24 Ed. Shuford  
1953-54 Mike Bransfield  
1955-60 Secundo Garza  
1961- M. A. Keener

### Constable, Prec. 4

1911-12 Leobardo Ramirez  
1913-16 Juan M. Ramirez  
1921-22 Cecilio Salinas  
1923-24 J. H. Ballard  
1951-52 Max Keener  
1955- Guadalupe Lopez



MARY HELEN NARVAEZ  
 "Brooks County Golden Fiesta"  
 ... Name Winner

Shown With Her is  
 Dick McIntyre Presenting Award



## SPANISH HERITAGE

**B**ROOKS COUNTY has a tremendous Spanish heritage as expressed in name of this celebration, Brooks County Golden Fiesta, which was the name chosen from those submitted by high school students, the winner being Mary Helen Narvaez. The first settlers, scattered ranchers, were nearly all of Spanish or Mexican descent. Land titles are nearly all traced to Spanish land grants. Our language is colored with Spanish words, rodeo, calaboosse, plaza, patio, fiesta to name a few. Many of our place words are of such origin, La Mota, Palo Blanco, Encino and many more.

Although the original land owners were Spanish, most were very impoverished and were happy to sell their lands to the American settlers. Many became cowboys, and manual laborers but by hard work they soon regained their place in the community both business-wise and politically. Nearly half of the first elected county officials bore Spanish names. Many of the first business establishments were started by Latin Americans. They have become leaders and have done much to promote the well-being of the community. Brooks County owes much to its Spanish heritage.

A. B. Watts owned the first cold drink stand in Falfurrias.

The first bank was located in the Adams and Garrett building.

W. T. Wesley Hook was the first lawyer of Falfurrias.

E. R. Rachal owned the first orange orchard in this vicinity.

J. M. Chitam shipped the first train load of

cattle from Falfurrias in May 1904.

Horse races used to be run on Rice Street.

The first cotton was ginned in Falfurrias in 1906.

Ed. Rachal participated in his first trail drive in 1885.

Brooks county is surrounded by seven counties.

### AN EARLY VIEW OF FALFURRIAS, OLD HOBBS STORE IN MIDDLE



## *First In Falfurrias.....*

The first Hotel in Falfurrias was owned by E. C. Lasater and Railroad Co. and managed by Mrs. M. L. Porter.

The first drug store was owned and operated by Mrs. Marcus Phillips.

The first water was furnished by a well owned by the railway company and distributed by M. G. Eilers in barrels.

The first newspaper was edited by Robt. Curtis and was known as "Falfurrias Facts," the first edition being March 29, 1906.

The first bunch of goats was brought here by Joe Myrick.

The first wedding was Mrs. M. L. Porter and A. B. Watts.

The first church wedding was Cornelia Wilson and Will Allen at the Catholic Church.

The first automobile, a Stoddard Dayton, was brought here about 1905 and the owner took people joy riding at \$2.50 per ride.

W. H. Slake and John Helms furnished music for the first social gatherings. Helms playing the fiddle and Slake the guitar.

According to the June 15, 1934 edition of the Falfurrias Facts, some of the people who

had lived in Brooks County the longest included Doña Rosaria Abrego de Altamira, a resident of Encino since the Civil War; Santana Hinojosa, a butcher and farmer; Abel Albree, originally from Mexico; Benito Villarreal, first milker hired for the Lasater dairy herd and later rancher and farmer; and his brothers Ysidro and Leonardo Villarreal, both farmers; Jose Maria Peña, saddlemaker; Leopoldo Garcia, ranchman; Amancio Garcia, rancher in the southern part of Brooks County and father of Esteban and Amancio Garcia; and Daniel Garcia, owner of the first meat market and livery stable.

### FOUNTAIN'S BEAUTY SHOP

**"We Need Your Head  
In Our Business."**

823 E. Rice

FA 5-2139

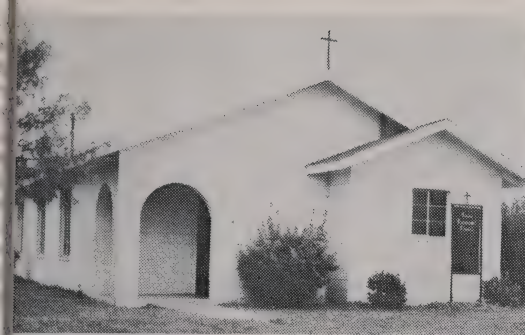
# FALFURRIAS FACTS

Established in 1906 — Two years after the founding of the town —  
To tell the story of Falfurrias and the people who were responsible  
for its growth and continued development.

PUBLISHING — PRINTING — OFFICE SUPPLIES AND EQUIPMENT

We are proud to have had a part in the promotion of the Brooks County Golden Fiesta and for the opportunity to produce the Fiesta Souvenir Booklet.





## GRACE EPISCOPAL CHURCH 1883979 FIRST METHODIST CHURCH

**S**HOWN ABOVE IS a picture of Grace Episcopal Church, which was dedicated on January 8, 1950 and consecrated a year later on January 21, 1951.

The first church was built at the site of the present tennis courts. It was hardly completed and furnished when it was destroyed by the 1916 tropical storm. The church was not rebuilt, and the money from salvage went to the development of Pleasure Park.

Grace Mission was reorganized on May 23, 1948 by Bishop Everett H. Jones, under the care of the Rev. Paul Osbourne, Rector at Kingsville. Beginning September 1949, services were held each Sunday evening by the Rev. Christian Kehl of Alice, in the Howard-Williams Funeral Chapel.

A new building, which serves both as a parish House and Church, was erected on the site donated by Mr. Laurence D. Miller Sr.

At present, services are held on the third Sunday of each month at three o'clock in the afternoon, by the Rev. James U. Norwood of Hebbronville.

**I**T IS SAID THAT Brother Perkins, pastor of the Alice Methodist Church, rode the cow-catcher of the first train to come to Falfurrias. The first building was constructed in 1906 on the site of the present church. In 1907 J. P. Bross became the first officially assigned pastor. Others who have served are J. T. Tracy, J. E. Morgan, W. W. Nunn, James H. Clark, A. Y. Old, C. W. Perkins, J. L. Lyons, W. A. Manley, J. W. Bickley, T. A. Covington, Victor D. Dow, J. A. Ludlam, J. A. Boatman, J. A. Ruffner, H. B. Day, Madison Stearns, A. T. White, Seaborn Kiker, Arthur Cox, Lawrence Greenhaw, Olin Nail, Leo Ross, Don Westbrook and William E. Parrish, present pastor.

The present building was constructed in 1950 and the addition for the Educational Building in 1957.



When the first election was held in Brooks County, one of the issues was the site of the county seat. Falfurrias won by 446 votes to Alta Vista's 40.

Congratulations & Best Wishes  
On Your Golden Anniversary Celebration

From . . .

**GROCE-WEARDEN COMPANY**

1908

Wholesale Distributors

1961

"OVER FIFTY GOLDEN YEARS IN THE GOLDEN CRESCENT"

Home Office:  
Victoria, Texas

Branches:  
Bay City, Corpus Christi and Donna

Sponsors Of . . .

**THE 'G-W' VOLUNTARY MODERN MERCHANDISING GROUP**

Featuring . . .



**WE APPRECIATE YOUR PATRONAGE!**



## PARADE INFORMATION

H. J. Grobe — Parade Chairman

**Saturday, July 1st — 4:00 P. M.**

### KIDDIE PARADE

Participants assemble by 3:30 P. M.

All entries EXCEPT CHILDREN assemble  
North of Brooks County Hospital S. St.  
Mary's.

CHILDREN ONLY assemble on Railroad  
Street next to Depot.

Children must be in costume, must push,  
pull or ride a vehicle.

**NO HORSES ALLOWED IN CHILDREN'S  
SECTION OF THIS PARADE.**

Commercial Floats are invited to participate.



**Sunday, July 2nd — 12:30 P. M.**

### PIONEER DAY PARADE

Participants: U. S. Air Force "BAND OF  
THE WEST"

Horseless Carriage Club of  
Corpus Christi, Texas

Falfurrias High School

Jersey Band

Falfurrias Junior High  
School Band

Distinguished Guests

**NO COMMERCIAL FLOATS OR HORSES  
PLEASE IN THIS PARADE**



**Monday, July 3rd — 10:45 A. M.**

### TEXAS RANGER DAY PARADE

Audie Murphy, Parade Marshal

Participants: Texas Rangers and  
Distinguished Guests.

**NO COMMERCIAL FLOATS OR HORSES  
PLEASE IN THIS PARADE.**



**Tuesday, July 4th — 10:00 A. M.**

### FRONTIER DAY WESTERN PARADE

Participants assemble 9:00 A. M.

Assemble North of Brooks County Hospital  
S. St. Mary's St.

Participants: SHRINE MOTOR PATROL  
Corpus Christi, Texas  
Commercial Floats and  
entries are cordially invited  
All Individual Riders and  
entries are cordially invited.



Congratulations

To Brooks County

Fiftieth

**LA GLORIA OIL**

**and all La Gloria**

and Greetings  
County  
versary  
AS COMPANY  
s in the Area

## BROOKS COUNTY GOLDEN FIESTA EVENTS CALENDAR

### Fri., June 30:

8:00 P. M. Finals Fiesta Queen Contest,  
High School Auditorium

### Sat., July 1: "Old Time Bargain Day"

9:00 A. M. Free Movie, Children, Pioneer  
10:00 A. M. Quarter Horse Show —  
Rodeo Grounds — All Day  
11:00 A. M. 2nd Show Free Movie, Pioneer  
12:00 Noon Pro-Am Golf Tournament —  
Fal-Mont Golf Course  
4:00 P. M. Kiddie Parade  
8:30 P. M. Dance — V. F. W. Hall

### Sun., July 2: "PIONEER DAY"

Sun., A. M. GO TO THE CHURCH OF  
YOUR CHOICE  
12:30 P. M. Family Box Lunch Picnic —  
Court House Lawn  
12:30 P. M. Parade  
1:15 P. M. Ceremony Honoring Founders  
of Brooks County, Court House  
1:45 P. M. Concert, Air Force Band —  
Court House Lawn  
2:30 P. M. Old Car Judging, Court House  
2:30 P. M. Beard Judging, Court House  
3:00 P. M. Trick Shot Exhibition —  
Court House Lawn  
3:00 P. M. Parachute Jump, East of City  
Seen from Court House  
3:30 P. M. Shetland Pony Show, Fire Sta.  
7:00 P. M. Food Booths Open at Pioneer  
Jubilee, H. S. Stadium  
9:00 P. M. Historical Pageant, H. S. Stad.  
Guest Appear., Audie Murphy

### Mon., July 3: "TEXAS RANGER DAY"

9:00 A. M. Reception & Registration for  
Rangers, Gallaway's Cafe  
10:45 A. M. Ranger Parade — Audie  
Murphy, Parade Marshall  
11:15 A. M. Ceremony honoring  
Texas Rangers, Court House  
1:00 P. M. Barbecue and Reunion for  
Texas Rangers, King Ranch  
8:00 P. M. Rodeo, Opened by Audie  
Murphy, Parade Marshall  
8:30 P. M. Dance by Sacred Heart Club  
V. F. W. Hall

### Tues., July 4: "FRONTIER DAY"

10:00 A. M. Western Parade  
12:00 Noon Western Barbecue —  
Rodeo Grounds  
2:00 P. M. Rodeo  
8:00 P. M. Rodeo  
8:30 P. M. Dance — V. F. W. Hall

**Permanent Exhibits:** U. S. Coast Guard, 118  
E. Rice St.; Texas Dept. of Pub. Safety, 118  
E. Rice St., Historical Gun Museum, E. Rice  
St., (Public Library)

# Fifty Year Club

Old records show the following persons as residents of Brooks County fifty years ago. No doubt, many names have been overlooked.

Tom Allen  
N. Arredondo  
H. E. Ayers  
Louise Allen  
J. J. Allen  
Henry F. Aubel  
W. H. Atkins  
Charlie Atkins  
W. T. Barnhouse  
W. A. Brundrett  
F. A. Brown  
W. N. Bowen  
W. P. Bowman  
J. A. Brooks  
J. H. Ballard  
H. M. Bennett  
Roy Bennett  
Henry Bennett  
John Bennett  
J. R. Brown  
Esperion Calderon  
R. J. Collins  
T. A. Chamberlain  
G. L. Crathers  
R. C. Curtis  
D. H. Cox  
J. T. Carson  
W. H. Crakow  
F. O. Chandler  
S. E. Cone  
J. T. Clarkson  
D. Craven  
A. A. Cosby  
G. W. Cresswalt  
A. B. Cruz  
George Dunn  
J. W. Dale  
J. S. Donohoe  
W. B. Dubose  
P. Downs  
H. C. Darden  
W. M. Doughty  
C. Downs  
J. F. Doolittle  
M. G. Eilers  
R. R. Figueroa  
George Frank  
H. W. Floyd  
A. R. Franklin  
M. Flores  
E. H. Ferris  
J. W. Fears  
Incencio Garza  
Donicio Gutierrez  
R. H. Gaines  
Mrs. Mavme Gouger  
? Gash  
Luis G. Garcia

Chas. Gee  
W. A. Gardner  
L. Gillett  
Ben A. Gallis  
B. L. Gomez  
Amado Garza  
Adolfo Gonzalez  
W. B. Gardner  
H. C. Holbrook  
B. T. Henry  
Rufus Hobbs  
L. J. Hise  
? Hart  
? Heizer  
E. E. Howard  
J. S. Hartshorn  
J. D. Helms  
A. B. Hawkins  
T. W. Hook  
C. J. Harrison  
W. S. Irwin  
Heard Johnson  
C. J. Jordan  
E. P. Juarez  
F. H. Knight  
Edwin Long  
Donaciano Longoria  
Lazaro Lopez  
T. F. P. Love  
Ed Lasater  
E. S. Love  
C. W. Long  
E. Lucas  
? Lawson  
W. W. Lachey  
A. G. Lozano  
F. M. Lane  
J. T. Maupin  
R. E. McBryde  
Fred McMenenny  
Jose Ma. Martinez  
J. B. Miller  
Joe Myrick  
F. E. Merritt  
C. C. McGrew  
R. J. McIntyre  
P. Mangell  
Richard G. Miller  
H. W. Meyers  
Robert Miller  
L. D. Miller  
R. A. Myrick  
F. L. Marshall  
W. H. Mahaffey  
Enrique Mireles  
W. G. Miller  
Karl Mann  
A'berto Muñcz  
J. E. Martin

J. E. Morgan  
John C. North  
C. Olivarez  
Gerardo Ochoa  
H. Oberwetter  
Wiley Peterson  
Maximo Perez  
N. E. Powell  
J. H. Puckett  
L. N. Porter  
J. U. Peel  
Allie Porter  
Manuel Pineda  
E. E. Parks  
T. W. Peel  
E. M. Rodriguez  
F. C. Rahlmann  
W. W. Riley  
F. S. Rachal  
E. R. Rachal  
Frank Rachal  
Ed Rachal  
John Riley  
A. B. Riley  
W. J. Riley  
Leo Ramirez  
F. R. Sanders  
H. E. Sanders  
J. J. Sparrow  
L. P. Strayhorn  
W. H. Schlahr  
Vicente Salazar  
J. R. Scott, Jr.  
J. H. Scaggs  
W. W. Sloan, Jr.  
Adam Smith  
Telesforo Torres  
Tino Treviño  
R. L. Thomas  
H. D. Thomas  
A. C. Thompson  
C. Tijerina  
John Thomas  
Sam Thomas  
Robert Thomas  
Victor Vennal  
Anselmo Vela  
Ysidro Villarreal  
R. E. Word  
Dora Warren  
C. F. Word  
R. S. Woodrome  
T. S. Whittenberg  
C. C. Wolfe  
A. B. Watts  
J. C. White  
A. B. Ybañez  
S. F. Young



*Freshest-Best Tasting Grade "A" Eggs*

**HEARTS DELIGHT CAGE EGG CO.**

PHONE FA5-2233

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**SURGE EQUIPMENT AND SUPPLIES**

**FRIEDRICH AIR CONDITIONERS**

**SOLOR MILK TANKS**

**DAIRY AND REFRIGERATION CENTER**

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**A TEXO FEED  
FOR EVERY NEED**

« CATTLE FEEDS »

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**Plus A Complete Line Of Medications And Vaccines**

**BURDETT FEED STORE**

TELEPHONE FA 5-2233 - NIGHTS & SUNDAY FA 5-3005 OR FA 5-2852

410 E. RICE STREET  
FALFURRIAS, TEXAS

**FEED  
TEXO**



## Golden Fiesta Queen Nominees

The queen of the Brooks County Golden Fiesta will be selected from these girls the night of June 30 and she will regin over the Fiesta.

Above from left to right: Miss Lions Club, Sue Stokes; Miss Rotary Club, Sally Rosene; Miss Self Culture Study Club, Karen Butler; Miss Little League, Ann Stanfield; Miss Gardner Chevrolet, Lalin Isbell; Miss American Legion Auxiliary, Diane Hanson.

Below from left to right: Miss Falfurrias Drug, Cynthia Ann Bryan; Miss C. P. & L., Margaret Blumer; Miss Carol Dryden's Studio, Beatrice Mendez; Miss Fountain's Beauty Shop, Ann Reed; Miss Terry Farris, Margaret Gephardt; Miss First National Bank, Margaret Ann Crook.







UNPAVED DAYS, MUDHOLES WERE A COMMON SIGHT



FIRST HOBBS STORE ON A "DAMP DAY"



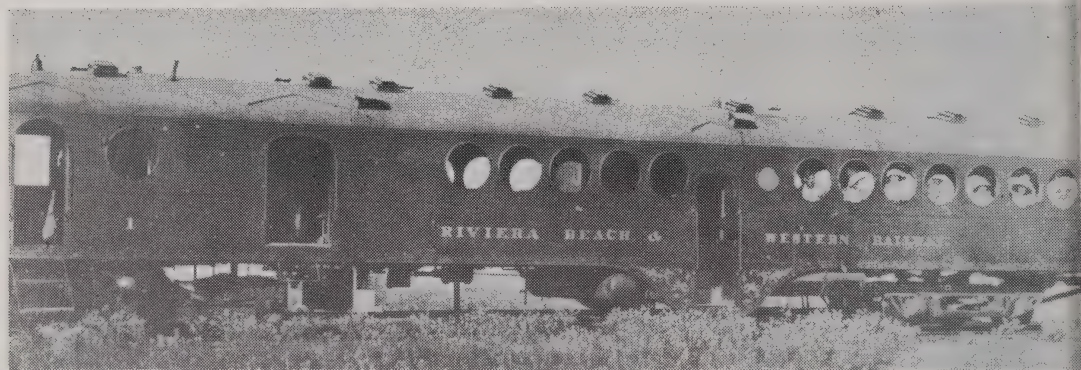




Left: It was a great thrill to go under the old railroad bridge.

Center: The train to Riviera Beach used to be a common week-end trip of residents

Bottom: First cotton gin in Falfurrias located where present city offices are now situated.



# Heart's Delight Voted School Flower

## On March 21, 1930

ONE OF THE prettiest sights in Brooks County is the blooming of the Heart's Delight in the spring. People come from miles around to see the blankets of lavender wild flowers along the highways, especially south of Falfurrias on U. S. 281. Little is known of these flowers or where they come from but they seem to grow only in Brooks County in sandy soil. Some think they came originally from India with the importation of Brahma cattle. Once in a while they deviate to a white lower but within a few years they become pinkish lavender again. They are most cherished as witness the following taken from school board minutes.

"Whereas: The Supreme Ruler of the Universe has seen fit to take from our midst our beloved school board president, Mr. Ed. C. Lasater, and

Whereas: Mr. Lasater spent so much of his life in the service of the Falfurrias community and especially for the public schools, and

Whereas: The flower that Mr. Lasater loved best of all the flowers that grow on his ranch, the Heart's Delight, is recognized as the most fitting to be made the adopted school flower, and

Whereas: The Public Schools have no adopt-

ed flower at this time, therefore,

Be it resolved: 1. That the student body, the faculty, and the ex-students adopt, as a memorial to Mr. Lasater, the Heart's Delight to be the permanent flower of the Falfurrias Public Schools.

2. That we express to Mrs. Lasater and family our heartfelt sympathy in this hour of bereavement, and

Be it further resolved: That a copy of these resolutions be sent to Mrs. Lasater, one to each of the county papers, and one to the Board of Trustees, requesting them to take such steps as they deem necessary to make the wishes of the pupils an official act.

(Passed by a unanimous vote of an assembly composed of the pupils, faculty and several ex-students, March 21, 1930).

Signed by committee: Eleanor Golsen, Faculty; Gladys Spark, Ex-Student; Annie Mae Frank, 11th grade; Manuel Benavides, Jr., 10th grade; Dorothea Downs, 9th grade; Grace Chamberlain, 8th grade; Helen Dashiell, 7th grade; Lucinda Perez, 6th grade; John Ballard, 5th grade; Nellie Villarreal, 4th grade; Tennie McCullar, 3rd grade; Gerarda Galindo, 2nd grade; Joe Downs, 1st grade."







Piggy Wiggly, first self-service grocery store in Falfurrias, owned by H. C. Holbrook. (Present CP&L office.)



MODERN TRANSPORTATION CIRCA IN 1905

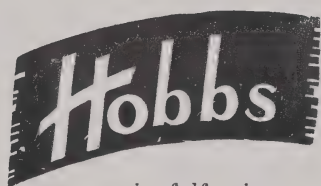


Park Hotel  
1910



PARK HOTEL IN BACKGROUND — HUNTERS RETURN FROM WILDCAT HUNT





in falfurrias

## CHURCH OF THE BRETHREN



**T**HE FALFURRIAS CHURCH of the Brethren was organized July 29, 1928 with 14 charter members. The group first met in the homes for worship and business meetings and later in the Unit House (dormitory). In December 1948, the first unit of 8 Volunteers (a voluntary service program for youth) arrived. On Easter, 1950, the first service was held in the new church building which was dedicated July 23, 1950.

In 1951, many new members representing several racial and cultural groups, were added to the membership roll. In 1958, restrooms and additional Sunday school rooms were added to the building. At this writing, plans are being made for additional classrooms and a new sanctuary.

Serving the church as pastors have been: C. D. Fager, H. D. Michael, H. F. Reist, M. M. Landis, Ramon Castro, Kenneth O. Thralls, Stanley Bittinger, Jaime Redin. Serving the church as summer pastors have been: Lyle Al-

NOLL'S

## ASSEMBLY OF GOD CHURCH



**T**HE FIRST ASSEMBLY of God Church of Falfurrias had its beginning under the leadership and pioneer efforts of Rev. M. W. Wright in the year of 1949. Property for a new building was purchased and work on the new church was begun in the early part of 1950. With the offering from the church and with funds raised through Rev. Wright's revival, the building began to take shape. After the auditorium and Sunday School rooms were finished, work on the parsonage was started.

The organizations of the church consist of: Women's Missionary Council, started in 1960; the Missionett Club for the girls from the age nine to seventeen, started in 1960; and the Boys Missionary Club, also started in 1960. Special services are held for the children each Sunday night.

bright, Dean Kagerise and Ross Eshelman. Present pastor is the Rev. Archie Patrick.

**M  
R**

BEEFMASTER

CATTLE

**MILLER RANCH, Falfurrias**



TENNIS COURT IN LA MOTA — 1915

## *Heart's Delight Tennis Tournament Founded In 1932*

**T**IMES DO CHANGE and so do costumes, as witness the young miss playing tennis above with her long skirt on the La Mota grass or is it sand — court compared to the young lady in her modern shorts. Falfurrias has always been tennis minded and is the home of the Heart's Delight Tennis Tournament, founded in 1932 by Coach R. H. Gardner, and having been held every year since then except during World War II.

From its humble beginning it has grown to become the largest high school tournament in the state and is the one the youngsters most want to win. Sanctioned by the United States Lawn Tennis Association, it probably has more prestige than the Interscholastic League State meet because there are no classifications. Small or large school, anyone has a chance to win and finalists are nearly always to be found at the State Meet later in the spring.

MODERN TENNIS COURTS TODAY







## *Those Dancing Darlings* **The Larietts**

**T**HE FALFURRIAS HIGH SCHOOL Larietts was organized in September, 1954, under the directorship of Miss Dorothy Shaver. It was felt that there was a need for such an organization in the high school to help support athletics, instill school spirit, and increase the girls' knowledge of sports. The Larietts devote ten hours of hard work into the perfection of each dance routine. The Larietts uniform consists of a short-flared green skirt, a white shirt fastened at the throat with a green tie, a short green bolero, white boots, and a white Stetson hat.

Although the Larietts are chosen on merit, they must maintain high standards and scholastic requirements to perform each week. A

captain and six lieutenants are chosen yearly. Each member is eligible for officer tryouts. Judges base their decision on ability, merit and leadership. The captain must be classified as a high school junior or senior and be able to attend a summer training camp. The Lieutenants are chosen from all four high school classes, but, otherwise, must meet the same requirement as the captain.

Captains in the past years include Cynthia Chamberlain, Eva Nelia Salinas, Sylvia Flores, Connie Stanfield, Linda Ruth Potts and Margaret Blumer. Present captain is Miss Rosario Mora.

### **THANKS**

To all those who contributed stories and pictures for this book. We regret that due to space limitations many stories had to be cut and many pictures omitted. And many thanks to our advertisers for without them this book would not have been possible.

*The Editorial Staff*

*Central Mercantile*





FIRST FALFURRIAS SCHOOL HOUSE

## First High School Graduating Class Had Nine Members

ONE OF THE first schools in the County was located at the Birchfield Ranch near the present site of the Carbon Black plant. The school was moved to the Wright Ranch, near Gyp Mine about 1907, then later to Loma Blanca. Each of the teachers in these schools boarded with the Wrights.

Florence Schuetz taught at the Wright Ranch, Loma Blanca, No. 5, Flowella, and Falfurrias. Mrs. Eugene (Lela) Wright taught in the Loma Blanca School in 1913. Then she taught in a school south of La Mota — riding the 13 miles round trip each day on horseback.

The first classes in Falfurrias were held in a frame building constructed in 1905 where the Lasater School is located today. The land had been given for a school site by Ed. C. Lasater. The teacher in this first school was Miss Dagmar Hennison. In 1906 Mr. E. C. Evans taught in this same school. He later became President of SWTTC in San Marcos.

The first graduating class held its exercises in the Methodist Church and consisted of nine students, Bessie Ayers, Nunie Curtis, Emmet Edwards, William B. Gardner, Mary Kilmeo.

(Continued on Next Page)

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Falfurrias, Texas

## First Graduating Class . . .

(Continued from Previous Page)

Maximo Perez, Lois Rachal, Bruno Treviño and Havens Word. The last year Falfurrias had 10 graduates was in 1910. The graduating seniors graduated but did not receive a diploma. There were five in this class.

In 1919 the school district was increased from 5 square miles to a strip 5 miles wide and 30 miles long. This early expansion caused the annexation of several smaller schools: Flowella, No. 5, La Fruta, and Palo Blanco. Today the district includes all of the county which is 1056 square miles.

The class of 1913 was the first to graduate in the new brick building — Central Ward today. Until 1925 this building housed the entire enrollment, but during that year one extra room had to be rented. The next year, 1926 four extra rooms were rented.

A new High School building was completed in 1927. The following year additional bonds were voted to build two small school buildings — one at Flowella and one at La Mota. Now the people felt sure that their building problems for the next twenty years had been solved. But in 1935 crowded conditions were again the worry so the downstairs of the Masonic Hall was rented and three classes of beginners were housed there for a period of three years.

The New Ward Grade School building was completed in 1938. Cash was paid for this building by a delinquent tax drive, oil activities, and a very thrifty handling of the budget. The new Lasater and Encino buildings and a new six room annex to the High School were built and used in 1949.

The start of a building program in 1952

brought a new High School; auditorium, which seats 916 people; three cafeteriums — one at the High School, one at the Junior High, and one at Encino; a football stadium which seats 5000 and has dressing rooms and classrooms underneath the stands; and a gymnasium and band hall. A new building was built in 1954 for a Tax Office, Superintendent's and secretary's office, a conference room for the Board of Trustees, and a storage room for supplies.

During the 1956-57 term two sixth grade classes were held in the High School Stadium while a new six-class room building was being constructed on the north side of the tennis courts.

Falfurrias schools have made a lot of progress from the times when the athletic budget was \$30.00 and two borrowed wagons and teams were used as school buses.

In addition to the Falfurrias public schools the Presbyterian Church has a first grade class and kindergarten, the Sacred Heart School has classes from kindergarten through the eighth grade, and kindergarten classes are conducted by the Baptists and the Brethren Service Farm.

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# **Green Shirt Band Organized In 1930**

THE FALFURRIAS HIGH SCHOOL Band was organized in October 1930 by Mr. H. V. King, having 53 charter members. Miss Gladys Sparks, now Mrs. J. M. Brooks, was the assistant director and the officers were Warren Ticketts, President and Sergeant Major; R. R. Scott, Secretary, Drum Major, and First Sergeant; and Robert Garcia, Frank Kamer, and Marvin Noll Corporals.

Their first concert was played on December 8, 1930; and interestingly enough, the program included a saxophone solo by Albert Villa, better known today as Beto Villa. The uniforms in the beginning were white pants and shirts with a green overseas cap — the girls

wore skirts. Soon, however, a green shirt was substituted, homemade of course, with garri-  
(Continued on Next Page)

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## Green Shirt Band . . .

(Continued from Previous Page)

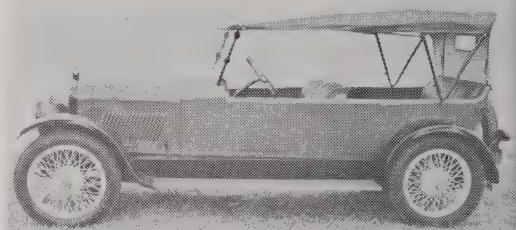
son type caps — the girls finally graduated to slacks after convincing their mothers that skirts were very impractical for marching — and for many years the organization was

known as the Green Shirt Band. Many years later store-bought uniforms were purchased and the name was dropped.

Today the Fighting Jersey Band, as it is frequently called, is under the direction of Adan Salazar.

## OLD CARS ON EXHIBIT

Examples of cars to be shown on the Courthouse lawn Sunday July 2nd, by the Horseless Carriage Club of Corpus Christi, Regional Group. At right is a 1911 Maxwell Touring Car with a 4 cylinder T Head motor. Below is a 1919 Jones Touring Car with a 6 cylinder motor.



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# Brooks County Public Library

AT VARIOUS TIMES during the past years efforts were made to establish a Public library in Brooks County; and at one time the Reading Club worked up a lot of enthusiasm for such a project. However, with the advent of the Second World War the project was dismissed.

In 1959 the Self Culture Study Club set the wheels in motion again for such a project when the Club voted to sponsor the movement for a library to be established in Brooks County. The following members were named to serve on a library committee: Mrs. J. O. Jones, Mrs. Russell Risinger and Mrs. William E. Parrish

After contacting the Commissioners Court, his committee met in June, 1959, together with others interested in a public library. This group circulated petitions and presented them to the Court; however no action was taken at this time. The library group waited a year and again circulated petitions.

In December of 1960 the Commissioners Court voted to establish a county library, to be under the advisement of the Library Advisory Committee composed of Mrs. William Norvell, chairman; Mrs. Manuel Arguelles, Miss Katherine Rupp, Mrs. A. G. Canales, Mrs. Morris Strong and Miss Noela Villarreal.

The State Library loaned the county 1400 books to begin with, and at the present time citizens of Falfurrias have contributed over 300 volumes to the Library. The Library is staffed with volunteer help and is kept open

three times a week.

A Friends of Library group was organized in February, 1961, as an auxiliary to the library. The officers of this group are: Dodd Hawley, president, Mrs. T. D. Chamberlain, treasurer, Mrs. Humberto Gomez, secretary, and Mrs. J. W. Dowe, reporter.

The library is located in the Perez building, where the City Drug Store was formerly located.

by Mrs. William Parrish

## Order Of Eastern Star

ON FEB. 27, 1911 FALFURRIAS Chapter #146. Order of Eastern Star was instituted in Falfurrias, Starr County, Texas. With twenty charter members. Of those 20 members, three are living and still members of Eastern Star, and were present at the 50th anniversary celebration held at the Masonic Hall on Feb. 25, 1961. The first Worthy Matron and Worthy Patron of the Chapter were Mrs. Ethyl Dashielle Armstrong and Mr. Ed Rachal and the first person to represent this Chapter at Grand Chapter was Miss Ada McIntyre. These three were present at the 50th anniversary.

The Chapter has grown from the first twenty members to a present membership of 110.

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# The Self Culture Study Club

## HAS MANY PROJECTS

**T**HE DESIRE TO promote the social, civic and intellectual advancement of our community and of themselves prompted a group of ladies to form an organization for that purpose. These ten women met in September 1949 and voted to be called The Self Culture Study Club. Mrs. Van Chamberlain was elected president. The local club became a unit of the Texas Federation of Women's Clubs and the General Federation of Women's Clubs, being listed as a new club in the September 1951 issue of the "Texas Clubwoman."

The Self Culture Study Club has an active membership of thirty and looks back upon a successful twelve years in our community. The annual Mexican Supper is the only money-making project sponsored by the club. This fund is used for clothing and lunches for pupils of the lower grades in our Brooks County schools as part of our Youth Conservation Program. Other worthy projects are the Teacher Award, Christmas baskets for needy families, Polio Foundation and the Halloween Carnival. The proceeds from this being given to a local nursing scholarship.

The club is proud to have Mrs. Howard

***Terry Farris***

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Weant serving as First Vice-President in the South Texas District. The Club also has three district board members: Mrs. J. O. Jones, Mrs. Joe Ward and Mrs. Homer Givens.

---

## FALFURRIAS ASSEMBLY #240, ORDER OF RAINBOW FOR GIRLS

**T**HE FALFURRIAS ASSEMBLY was instituted October 1, 1953, with forty one Charter members.

In April of each year the Girls attend Church Services as a group, in observance of the Anniversary of the Order of the Rainbow. The Founder's Birthday Anniversary is observed in July.

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## OKIDA CAMP FIRE GIRLS ASSOCIATION

**T**HE FALFURRIAS Camp Fire Girls was organized in June 1954 with 39 girls and 11 adults. A national organization, it includes the Blue Bird and Camp Fire Program. On September 9, 1959, the Okida Camp Fire Association was formed in response to the need for a community-wide organized group of Camp Fire Girls. During the past year there were 104 girls and adults registered in the program.

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# Brooks County Hospital Auxiliary

OUTSTANDING IN STATE

**M**EMBERSHIP IN THE Brooks County Hospital Auxiliary is made up of men and women interested in the Brooks County Hospital and the physical welfare of the residents of Brooks County. It has an outstanding record in service to the hospital and is a model for all small hospital auxiliaries throughout the state. For three straight years it has won first place for its scrapbook in the state and has also received an "Award of Merit" from McCall's Magazine.

Organized on July 14, 1949, it was then known as the Woman's Auxiliary of Mercy Memorial Hospital and was affiliated with a stock hospital of that name. When Brooks County Hospital opened its doors on February 1, 1954, affiliation was transferred to that institution and the new name adopted.

Some of the outstanding activities of the Auxiliary include the establishment of the Bartlett Memorial Medical Library, honoring Dr. Glen Bartlett, deceased; equipping the outpatient clinic in honor of Dr. C. H. Otken, also deceased; and furnishing the lobby of the hospital in memory of Mrs. J. F. Dawson, one of the founding members of the Auxiliary.

Funds for the operation of the Auxiliary are raised at the Annual Halloween Carnival in which the whole community participates. The many services rendered by the auxiliary are too numerous to list here, but they have been invaluable to Brooks County Hospital and to the community as a whole.

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## *Garden And Civic Club*

**I**N 1950 THE MEMBERS of the Harmony Civic Club wished to organize a garden club here in Falfurrias, thus the Falfurrias Garden and Civic Club was formed. The purpose of the club is for the betterment and beautification of Falfurrias and the cooperation with other service and civic clubs toward such objectives.

The planting and careing for shrubs and trees on the four highway entrances leading into town is one of their beautification projects. The club members landscaped and planted the Pioneer Park and for many years Pleasure Park was one of their projects. Due to their study of plants and landscaping many of the ladies have been called upon to landscape many of the churches, schools and the new City Post Office.

They have sponsored the "Yard of the Month," the "Christmas Lighting Contest," the "Glitter Bug Plaque." The Falfurrias Garden and Civic Club sponsors a standard Flower Show each year.

The Falfurrias Garden and Civic Club is a standard club and is a member of the National Council of State Garden Clubs, Inc., Texas Garden Clubs, Inc. of District VII.

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## Falfurrias Reading Club, First Social Club

THE FALFURRIAS READING CLUB, organized in the Spring of 1915 "for the social and intellectual advancement of its members," has the distinction of being the first social club in Falfurrias. Hostesses for the organizational meeting were Mrs. Ed. Rachal and Mrs. Hardy Dashiell. Charter members still living in Falfurrias are Mrs. A. A. Cosby Sr. and Miss Ada McIntyre.

During World War I practically all club activities in Falfurrias ceased. The Falfurrias Reading Club disbanded at this time to be reorganized July 16, 1923. Today its membership is limited to 35 active and associate members with the privilege of a member becoming, at her own request, an honorary member after a 20-year membership in the club. There are nine honorary members.

Since 1947 the club has presented a gift to the outstanding English student in the senior class of High School. With the establishment of a county library in 1961 the club donated its War Bonds to the Library Association.

---

## When Falfurrias Had A Canal

ONE OF THE favorite old-timer's tales concerns a certain flooding of main street way back about 1914. It seems the railroad had a spur which ran in the alley back of the present Pioneer theatre and there was a saloon on the east end of main street. Well, about three feet of water was running down the street and there was a freight car with a load of beer or whiskey (versions differ as to the contents) in barrels. Delivery to the saloon was made by floating said barrels down the street. No freight charged.

### COMPLIMENTS OF CORGEY'S WELL SERVICE INC.

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## Roping Club Annual Rodeo

FIVE YEARS AGO a few local citizens got together and formed the roping club. F. D. Colwell was elected President; Seth Woods Vice-President; L. W. Moore, Jr. Treasurer and Peter Boerjan, Secretary. Elected to the Board of Directors were Roel Alaniz, Jacl Rankin, Joe Garza, and Federico Hernandez. This club is a non-profit organization and all proceeds go to the improvement of the Rodeo Grounds.

The land on which the Arena was built was leased from Mr. Ed. Rachal. He has also helped the club by financing the purchase of roping calves.

The main purpose of the Club is to provide a place for interested ropers both young and old. School boys can rope on designated days; provided an adult leader is present. The Club has held annually a big 4th of July Celebration with a downtown Parade and a Bar-B-Q. Two sections of seats have been installed, the arena has been lighted for night shows and water has been piped from a nearby source.

All annual shows are put on by Rodeo Producers. The first three shows were put on by the Davis Bros. from George West. The 1960 was put on by Mueller and Son from Yorktown, who also will produce the 1961 Rodeo. This year a Brooks County favorite event, wild cow milking, will be added to the show.

COMPLIMENTS

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# BEEF CATTLE...

## *Industry Of Brooks County*

by W J. McBride

THE CATTLE INDUSTRY in Brooks County is typical of that in other South Texas areas. The majority of the land in Brooks County is used for grazing purposes. The ranchers operate as commercial breeders, some with pure bred herds, and others are traders. Most are commercial breeders who carry on a continual process of up-grading their livestock.

Brooks County is the home of a new breed of cattle, "The Beefmaster." This breed was begun by Mr. Ed. C. Lasater. He recognized early in the cattle business that the long haired cattle were not standing up to the rugged life of the hot and insect infested area and that something had to be done to correct it. By selecting the better qualities of Brahman, Shorthorn and Hereford cattle through a close breeding program the Beefmaster was created. Tom Lasater, son of Mr. Lasater, carried on the breeding program and the selection of animals after Mr. Lasater's death, and is still the leader and promoter of this fine breed of cattle. Miller Bros. ranch, as well as others, have this

breed of cattle.

Another pure bred line of cattle prevalent in the county and in this area is the Santa Gertrudis. This breed was originated by the King Ranch at Kingsville. These cattle get the cherry red color from the shorthorn and the short hair and insect resistance from the Brahman. They are able to withstand the heat and rugged environment of this area. Hopper Bros., C. F. Wagenschein, Wright Bros., and others have this breed of cattle.

Garcia Ranch, in the southern part of the county, has Zebu cattle which is a well known excellent breed. They raise their cattle here and sell throughout the Temperate and Torrid Zones of the world.

Ranches of the county include Sullivan, Wright, King, Cage, Miller, Maher, Mills Bennett Est., Hopper, Rachal, Wagenschein, Gardner, Garcia, S.A.L.T. Co., Lopez, Longoria, Skipper, Jones, East, Stockton, Cantu, and others. Census reports for the past several years show that the average number of cattle of all types run over 40,000 head in the county. The income from this industry contributes substantially to the progress of the county.



The first baseball club of Falfurrias was organized in 1907.

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# Brooks County

## Home Demonstration Clubs

IN NOVEMBER, 1933 the Commissioners Court set up a fund of \$600.00 a year for the salary of a home demonstration Agent. Miss Louise Hogue came in January, 1934 as the first Agent. Other agents have included Miss Edmond Earl O'Neil, Miss Nellie Cundiff, Miss Aletha Barrett and Miss Pearl Taylor who has been here since 1944.

Falfurrias, Flowella and Westside were the first home demonstration clubs organized in 1934. The Falfurrias Club was active for fifteen years, but the Flowella and Westside Clubs have continued for twenty-seven years. The Kelsey Bass Club was next organized and continued in the program for two years. A group of teachers and business women organized the B. & P. W. Club in 1946 and worked for three years. The Brooks County Latin American women pioneered in home demonstration club work with the organization of the Hearts Delight Club in 1948. The young mothers organized in 1947. Later this club was named La Retama, and then Star. They worked for a period of twelve years.

A group of young working girls organized the Bluebonnet Club in 1953. The Live Oak Home Demonstration Club was working in En-

cino in 1952 and 1953. In 1957 the El Azahar Club functioned for one year. In 1958 the Falfurrias Southside Club organized, then merged with the Bluebonnet Club in 1960. In the fall of 1959 the Lantana Club of young mothers was organized and worked about one year. The Alta Mesa group was also organized in the fall of 1959.

The Brooks County Home Demonstration Council, composed of representatives from each club correlates the work of all clubs. Their chairmen have been: Mesdames Neil B. Rupp, H. Randolph, Roy Allan, L. Padgam, E. C. Wright, C. R. Huffsmith, A. A. Dague, D. B. Fort, Foy Castleman, F. A. Chapman, Sam Moore, C. L. Rush, B. A. Yaeger, T. D. Chamberlain and M. J. Bransfield.

Home Demonstration clubs are federated nationally through the Texas and National Home Demonstration Association. County T.H.D.A. Chairmen tie their work into the state and national programs.

The Texas Home Demonstration Association sponsors Committee Work in the Council and Clubs on Citizenship, Civil Defense, Education, 4-H, Health and Safety, and Recreation.

Special programs developed by Brooks County women have been: the buying of scarce foods, during the war, by truck loads, such as peaches, pineapples and strawberries. Other

(Continued On Next Page)

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# How The Site Of Falfurrias Was Selected

IN 1893 E. C. LASATER came to Brooks county and located at a point then known as La Mota de Falfurrias. In those early days, means of transportation were very poor and the nearest town for purchasing food supplies was Alice.

Once a month ranchmen drove to Alice to purchase supplies. Three to five days were required to make the trip with a six mule team and wagon. Becoming tired of such inconvenience, Mr. Lasater built a combination grocery store and post-office about one and one-half miles southwest of La Mota de Falfurrias. It was called Falfurrias.

After the coming of the railroad in 1904, Mr. Lasater decided a new location on the railroad was necessary. Early one morning he and his companions reached the present location of Falfurrias and, seeing a coyote standing on his hind legs barking on the site where the courthouse now stands, Mr. Lasater remarked, "Here we will build our city."

The name Falfurrias was selected by Mr. Lasater and his partner, W. E. Caldwell. It is described as a Lipan Indian word meaning "Heart's Delight." The correct pronunciation of the word is "Fal-foó-ree-as," not "Fál-fur-

ious" as it is often incorrectly pronounced.

By L. N. Dyer, Falfurrias Facts, June 30, 1939

## Home Demonstration...

(Continued from Previous Page)

supplies, brought in smaller quantities were — gooseberries, cherries, walnuts, pecans, lawn grass, roses and trees. They supervised the canning plant and the mattress program. The first Halloween Carnival, the first Pre-School Clinic and the first T.B. X-Ray survey were organized by the clubs.

It is impossible to emphasize all phases of the programs in foods and nutrition, clothing, family economics, home improvements, home management, landscaping, and such. We do hope, that during the past twenty-seven years, that Brooks County has developed into a better place to live because five home demonstration Agents and many home demonstration club women have passed this way.



Falfurrias is known far and wide for its sweet cream butter.

CHESTER DOWNS  
SERVICE STATION

CLANCY'S  
OF  
FALFURRIAS  
FOR  
BARBECUE

NEAL'S CITY FLORIST

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Welcome!

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24 HOUR SERVICE

COFFEE SHOP and DINING ROOM

TEXACO SERVICE STATION

**Ranger Headquarters**

# The Quarter Horse

THE GOLDEN FIESTA Quarter Horse Show is approved by the American Quarter Horse Association and the Pan American Quarter Horse Breeders Association.

The American Quarter Horse Association with headquarters in Amarillo, Texas, has the official registry of the Quarter Horse. Organized in 1940, this association has registered more horses in a shorter period of time than any other registry. The popularity of the Quarter Horse has spread over the entire United States and Abroad. The sturdy Quarter Horse with his wonderful disposition and colorful history has found his way into the stables and hearts of people all over the world.

At auctions over the country in 1960, 26 stallions and 23 mares sold for \$10,000 or more. Harry L. Martin and Sterling Hogan of Houston paid \$25,000 for the stallion Wimpy 11. The record high price for an individual sold at private treaty was \$125,000 paid by Frank Vessels of Los Alamitos, California to E. L. Gosselin of Edmond, Oklahoma for the good racing Quarter stallion. Go Man Go.

The growth of the Quarter Horse business has prompted the organization of affiliated

breeder associations like the Pan American Quarter Horse Breeders Association to represent breeders and owners in local areas. The Pan American Quarter Horse Breeders Association with headquarters in McAllen, Texas, was organized in October of 1960 for the purpose of promoting Quarter Horses in the South Texas Area.

This is being done through the sponsorship of shows like the Golden Fiesta Quarter Horse Show. The president, Dr. D. H. Keir of McAllen and secretary, June Beard, McAllen, will be working closely with the president and secretary of the Falfurrias Roping Club in arranging and staging the show.

Some of the finest Quarter Horses in the state will be exhibited both at halter and in performance events at which they excel; Roping, Cutting and Reining.

The Quarter horse is indeed a joy to behold. for never in its history has more been asked of a horse in ability to do, and never has a horse been more willing to do what is asked of him than the game little Quarter Horse.

DAVID GARCIA

Premier Products

## HOPPER BROS.

18 Years of Continuous Santa Gertrudis Breeding

CHARTER MEMBER SANTA GERTRUDIS BREEDERS INTERNATIONAL

FALFURRIAS, TEXAS

# Excerpts

FROM MINUTES OF THE COMMISSIONERS  
COURT OF BROOKS COUNTY, TEXAS  
Falfurrias, Texas September 19, 1911

**C**ALLED SESSION of the County Commissioners Court of Brooks County, Texas, held in the Office of the County Judge of Brooks County, Texas, in the Donahue building in the town of Falfurrias, Brooks County, Texas, pursuant to call of the County Judge regularly made:

Court opened according to law by proclamation of the Sheriff.

Present: J. A. Brooks, County Judge

Amado de la Garza, Sheriff

Rufino Garcia, Clerk County Court  
by Lino Perez, deputy

Commissioners:

Precinct No. 1 — B. T. Henry

Precinct No. 2 — Pedro Lopez

Precinct No. 4 — E. R. Jensen

Marcelo Cantu from Precinct No. 3 having been duly appointed County Commissioner of Precinct No. 3, Brooks County, Texas by vacancy in said office caused by the failure of the voters of said Precinct at the election held on Sept. 2, 1911, in response to a petition for such appointment as follows:

A proposition to provide temporary quarters for the offices of Brooks County and temporary Court House of said County, came up for consideration. Mr. J. S. Donahue made a proposition to the commissioners to furnish them with five offices in the upstairs part of his building and the entire ground floor of the

building for \$60.00 a month, he making the necessary changes in the downstairs part of the Commissioners may suggest at his expense when directed to do so by the Commissioner as speedily as possible. Said building being known as the Donahue building being situated in the Corner of Rice and R. R. Streets in the town of Falfurrias. The rent to be payable monthly and said building to be used by the Court offices required by law to maintain their offices at the Court House and to be used at the Court House for Brooks County, Texas for the Term of one year from date.

(note, motion was carried with proviso that officers must maintain office in said building.

Motion made by Mr. Henry, seconded by Mr. Jensen to adopt the calaboose in Falfurrias as a temporary County jail and that the Sheriff be empowered to employ a guard for said jail whenever it is necessary to do so. Motion was unanimously carried.

Motion by Jensen, seconded by Henry, that the ex-officio allowed the Sheriff be fixed at the sum of Five Hundred Dollars a year. Motion unanimously carried.

Motion made by Henry, seconded by Jensen that the ex-officio allowed the County Judge be fixed at One Hundred Fifty Dollars a month. Motion unanimously carried. (He was also allowed \$600.00 annually as County Superintendent of Public Instruction.)

## GUERRA MOBIL SERVICE

Oscar Guerra

D. Guerra

## COCHRAN'S JEWELRY

GIFTS FOR ALL OCCASIONS

Guaranteed Watch Repair

108 E. Rice St.

Falfurrias

## DAVIDSON'S TRACTOR SALES, INC.

World's Leading

Farm Tractors

& Combines



# Hitch-Hiking Fire Department ★

THE FALFURRIAS VOLUNTEER Fire Department first saw the light of day in the year 1908, and, in common with most village fire departments of that area, it was a wonder to behold. The fire alarm was a blast from the gin whistle in season, or from the forty-five of the night watchman or that of some excited citizen. These never failed to bring an outpouring of practically everybody in town.

It's "rolling stock" consisted of one hand-drawn, two wheeled cart equipped with two fifteen-gallon chemical tanks, and that was all. This the lusty "smoke-eaters" grabbed by the handle and made for the fire with might and main. Since there was no pavement at that time and the sand was about ankle deep, the owner of the building was lucky if he could keep the fire burning until the boys got there. At times some passing cowboy would rope the handle with his lariat and give the fire engine a saddle-horn tow, and old-timers are wont to remark that they had the first hitch-hiking fire department in history. Torn by factional strife, the department frequently disbanded, but was invariably reorganized immediately following every fire. With this hit and miss method (mostly miss) it is small wonder that the fire rate was as high as the law allowed.

In 1920 a big machine shop was burned with a loss of \$10,000 and when in 1926 the Falfurrias Mercantile Company went up in flames with an \$81,000 loss, it became apparent that some real fire protection was imperatively needed, and a meeting was held in the old McIntyre Cafe building (now torn down) which was just east of Proctor's Creamery. This meeting was attended by Charlie Atkins, A. A. Cosby, J. W. Wilson, Geo. B. Collins, Ed. C. Lasater, W. W. Sloan, R. L. Schultz, Less and Dick McIntyre, Clemens Jungemann, M. F. Orth, Leo Dickey, Mr. Hague, Mgr. of the light plant, and others. At this meeting the present Volunteer Fire Department was organized and Charles Atkins was elected Chief and R. D. Pike, assistant chief.

\*By P. H. (Red) Chilton — Falfurrias Facts,  
June 30, 1939

JOHNSON TOOL CO.

## Sullivan Cattle Co.

**"Home of King Tut"**

Registered  
Bragus

Quality  
Beefmaster

FA 5-2370

Manager, L. W. Moore, Jr.

## Reminiscences

by Mrs. A. A. Cosby, Sr.  
(Excerpts Falfurrias Facts June 15, 1934)

**D**O YOU REMEMBER when the District and County Court, the Justice of Peace office, the bank, the drug store and Miller Bros. real estate office were located in the old building on the corner east of the Post Office?

We all smile when we recall the old "air-dome" (Open air movie house). We were not only regular attendants, but woe to the offender who attempted to usurp the seat which we invariably occupied.

Did you ever want to go to Corpus Christi and find it necessary to rise and dress by the light of a kerosene lamp; catch a very early train; spend the day in the stuffy parlor of the old hotel in Alice; and finally along about five thirty in the evening arrive in Corpus; hot, tired and dusty, but so very happy to catch a glimpse of the salt water, as you came over the bluff in the old street car?

How many of you remember the old ball team? Wouldn't you say Joe Myrick was by far the most conspicuous on the old diamond?

Do you remember when it was considered impossible to go three miles south of town by automobile? And that reminds me of the most approved mode of travel about Falfurrias 24 years ago; a wide tire, two wheeled cart

drawn by two of Mr. Lasater's most beautiful horses.

Will any of us ever forget the lovely, deep slushy mud of Rice street before the time of paving?

When I step into the electrically equipped kitchen of my country home, I often think of how we used to wonder if we should ever have "daytime" service from the power plant; and I cannot help smiling when I recall our evening parties. We either had to have a good supply of kerosene lamps on hand by nine thirty or ten o'clock, or go down to the old ice plant and bribe the engineer to run the lights an hour longer.

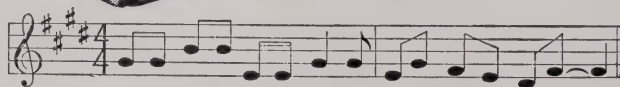
Do you remember when the "Sap" change time and the train came about five o'clock in the afternoon; how we all struggled to get the babies bathed and dressed in time to drive down, park in our favorite spot, visit with one eye on the children and the other up the track watching for the smoke of the incoming train.

Taking it all in all, we are bound to say "The old Falfurrias days were happydays."

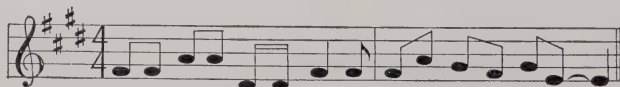
### CITY SHOE SHOP

SHOE & BOOT  
REPAIR

110 East Rice Street



Put your trust in Butter Krust..It's really worth repeating.



Put your trust in Butter Krust..the real heart of GOOD eating.

# WATER SUPPLY

**A**LTHOUGH FROM SHORTLY after it was founded Falfurrias had a city water supply, the first water was obtained by barrel delivery. But either through lack of finances to afford city water, or by being outside the piped facilities, many people bought water for 10c a barrel from Longino Barela, shown below, until his death about 1940.

At the right is shown the modern new water tower erected in 1960 to supply the water needs of Falfurrias for many years to come. The University of Texas has its orange lighted tower to celebrate a victory. Falfurrias has its green lighted water tower to also celebrate a victory of the Fighting Jerseys — the lights are only turned on when they win.



CUNNINGHAM ICE SERVICE  
DRIVE IN FOOD STORE

Cold Beverages To Go  
Car Side Service

D. CALIFA  
Headquarters For  
Western Clothes  
Justin Boots



# *The First Baptist Church*

THE FIRST BAPTIST CHURCH was organized during a meeting held under a tent by Rev. J. M. Sallee of Beeville in April, 1905. There were five members at the time of organization including Mr. W. W. Sloan (deceased) who was elected clerk which capacity he held for 26 years.

The first pastor was State Board Missionary Rev. R. L. Pearce who conducted services once a month. He gave the first protestant sermon in Falfurrias using as his pulpit the platform of the railroad depot.

For several years a Union Sunday School was held in the city. Finally in 1908 the Baptists felt they had sufficient members to organize their own Sunday School. Under the leadership of Bro. Sloan they started their Sunday School in the old school house with 100 present for the first meeting.

In 1905 the first building was completed at a cost of \$4,500. This building was razed in 1931 to make way for the present Sanctuary which was completed the same year.

Since that time two other major building campaigns have added to the educational space of the church. One educational unit was built in 1947. The most recent addition was the educational building completed in 1959. This modern air-conditioned building is valued at \$136,000 and is equipped to care for 400 in Sunday School bringing the present total capacity to 600.

From the meager beginning of 5 members this church now has a resident membership of 461. In addition the Church maintains two Spanish-speaking missions, one in Encino and the other in Falfurrias. The present pastor is Rev. E. H. Adams.

## PIONEER THEATRE

FINEST IN

ENTERTAINMENT

SERVICE WISE  
TRADE WITH

## WISE AUTO PARTS

921 S. ST. MARY'S      PHONE FA 5-3443  
FALFURRIAS, TEXAS

*Quality Service Since*  
*1929*



GARDNER



COMPANY

# Nancy

## Famed Holbrook Pony Dies

### At Age Of 35 Years

**M**AN 'O' WAR died last week at the ripe old age of 30 years and they buried him in his own paddock with a granite marker commemorating the famous race horse whose human equivalent age was 105 years.

On the same date in Falfurrias another famous little horse passed over the divide at the age of 35 years, which would make his human equivalent approximately 122 years.

Nancy is the little pony's name and his mistress these 33 years has been Miss Martine Holbrook who received Nancy as a Christmas gift from Santa Claus himself.

No less honored than Man 'O' War, Nancy lies buried in an orange grove in a white pine casket and the event will be marked in Falfurrias by many who have ridden and cared for the gentle little horse.

Delving far back into Santa's files, we find the letter request and the kindly reply from the old man who has been making kids happy these many ages. Following is a reproduction of the original letter, just as legible and just as warmly human as it was 33 years ago.

"Santaclauseland"  
December 10, 1914

Dear Martine:

Just about a year ago you wrote me a letter and of course I am not surprised to hear from you, but I have decided to



grant it. So you may be on the lookout for it. You know the weather is awful this year, and the pony may not get there as soon as I do. He can't travel as fast as Prancer and Vixen and my other reindeer, but I will arrange with your father to look after the matter and no doubt in due time you will have him.

Now I never give ponies to any but very good children, and I shall expect good reports to come from you all of next year. So you must do your best. Do not get angry, and talk nice, and be sure to let other little girls who are not so fortunate as you are, share the pony with you. Goodbye!

Your faithful  
(Signed, Santa)

Falfurrias Facts; Nov. 13, 1947

Ollie & Frank Norris

Your Texaco

Friends

Since 1933

CALIXTO MORA  
FARMERS INSURANCE GROUP

And

STYLE BEAUTY SHOP

205 W. Rice St.

Falfurrias, Texas



# Sacred Heart Catholic Church



Father Peter Bard  
....here 1880 to 1910

The history of the Catholic Church in Brooks County has its beginnings in 1876 when a young French priest, Father Peter Bard, arrived in San Diego to become an assistant to Father Caude Jaillett, pastor of that parish. The parish, containing two hundred ranches, extended from the Nueces River to Baluarte Creek and from Banquete to a point forty miles west of San Diego. The two priests took turns at attending the ranches of their parish until 1883 when Father Jaillett went to Corpus Christi.

Father Bard continued his visits to the ranches for many years. When he visited the ranches in this area he said Mass in the schoolhouse on Los Olmos Ranch.

By 1906 Father Bard felt that Falfurrias had grown large enough to have a church. One day he visited the R. E. McBryde store and, finding several Catholics there, he proposed building a church, saying that he could get the lumber if they could find someone to construct the building. Jim Allen headed a group of volunteers, including Tom Allen, Andres Lopez, and Lino Treviño.

The lumber arrived by train and early one Sunday morning the men, who had regular jobs on week days, began their task. When the church was completed it was named San Ysidro (St. Isadore), Patron of Farmers. Here Father Bard recited the Mass once a month until 1910 when Father Joseph Sosona of Kingsville took over as visiting priest.

By the time the county was organized in 1911, there was a sizable congregation composed of the families of Rufino Garcia, Eusebio Guerra, Amado de la Garza, Erasmo Gomez, Ysidro Villarreal, Manuel Pineda, Sr., J. P. Sullivan, David Craven, J. T. Maupin, Sr., R. E. McBryde Bill and John Donohoe Felix Bazan, Vicente Salazar, S. G. Lopez, Andres Lopez, Ysidro Morris, and these young people — Gregoria, Mauricia, Avelino and Rafael Salinas, and Myrtle Glover.

In 1914 Father Cayetano Alvarez became the first resident pastor. During his pastorate the Ursuline Sisters opened the first parochial school here.

By 1925 it became necessary to enlarge the

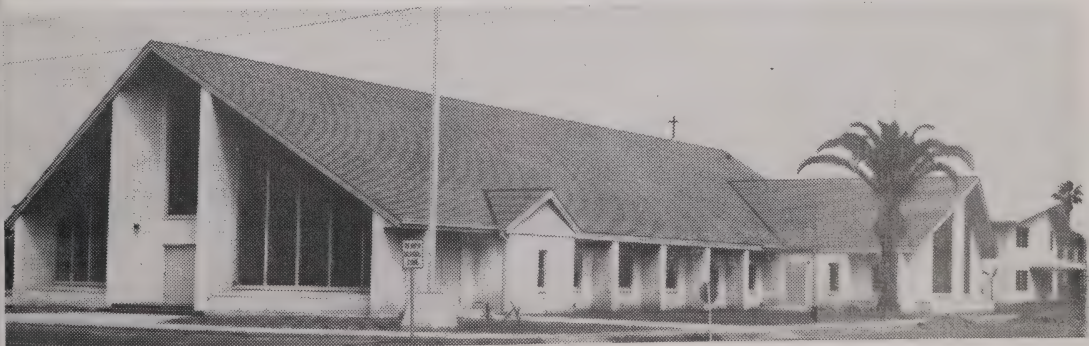
church, doubling its capacity. Rev. Father Peter Illigen carried out this project and re-named the church, calling it Sacred Heart Church. He also bought the house which served as a rectory until recently.

During the 1940's the parish built a four-room brick school building and a parish hall just west of the church and Our Lady of Guadalupe Chapel on Garza Street.

During the last five years under the administration of Very Reverend Father Phillip Kennedy, O.M.I., the parish has completed a modern white brick plant with a convent, a rectory, and a church, which was dedicated May 11 of this year. The former Sacred Heart Church building was moved to Garza Street, renovated and renamed Our Lady of Guadalupe Chapel.

Rev. Father Raymond Pomaville, O.M.I., assists Father Kennedy with parish duties and attends two missions: St. Ann's Church at Encino and Santo Niño Chapel at Parrita Ranch.

## NEW \$175,000 SACRED HEART CATHOLIC CHURCH IN FALFURRIAS





## Horse Quadrille In Square Dance

**Q**UADRILLE IS a Square dance on horseback. It first was done in Falfurrias in 1912.

At the rodeo in February 1957, F. D. Colwell, Seth Woods asked Mrs. Wanda Sullivan and Mrs. Nona Forbes to announce intentions of reviving the Quadrille. They got enough riders together to put on a show on July 4, 1957. That was the start of the present Falfurrias Couples Quadrille Club. At all times the Quadrille Club encourages youth to take an active part. In 1958 the group was organized and officers were elected. The first president was Mrs. Ed Wilkinson. Other presidents serving the organization have been Kirk Gordon and F. D. Colwell. An important part of Quadrille is the caller. Callers were Mrs. Jim Dawson, Mrs. Jess Jackson, John Gaither and L. W. Moore Jr. In 1958 they decided to let the local merchants help put the organization on its feet financially. The merchants made donations and 12 banners were made for the riders to carry, advertising these businesses. At the present time there are 16 sponsoring merchants and 35 Quadrille members. All members do not ride; some help out in other ways.

In 1959 the club drew up a constitution and by laws. They get together monthly for fellowship and business, taking turns being host. That year, members of the Falfurrias Quadrille helped a group of young people in Premont learn the routine so they could perform at their F.F.A. Rodeo. The Falfurrias group performed at that rodeo too.

The Club was invited to participate in the festivities and perform in Aransas Pass at the Shrimpoore celebration on Labor day 1958. The parade was seen on television.

In 1960, the group was invited and attended to perform at the Labor Day Rodeo put on by the Hidalgo County Sheriff's Posse in Edinburg. The Club had performed at every rodeo put on by the Falfurrias Roping Club since it was organized.

Using the donations of the local merchants the club purchased a public address system to be used jointly with the Roping Club. Chaps were purchased for each rider as a safety measure and for decoration. All riders wear black hats, matching ties, and each couple wears matching shirts.

The routine and calls are changed a little each year for variety. At the present time much of the old original routine is used as well as some new figures and call. Plans for 1961 include six couples doing the figure. President F. D. Colwell and Vice President Boyd are carrying the Club Banners; relief riders carry the extra banners, the United States and Lone Star Flags. The club is looking forward to performing at the Golden Fiesta Celebration and Rodeo.

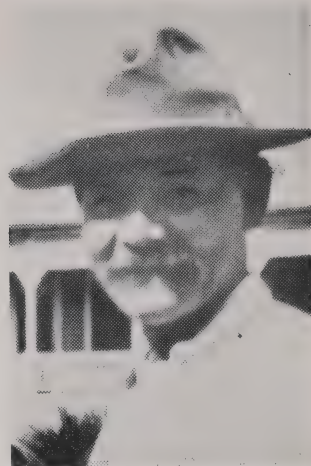
CONGRATULATIONS

BROOKS COUNTY

SUNBEAM BREAD



# "UNCLE JOHN"



One of the most beloved residents of Falfurrias was "Negro John" whose last name I believe was Wortham. Son of negro slaves, and possibly a slave for a time himself, he arrived with the Lasaters and Millers as a trusted servant. Later he went into business for himself, running a restaurant where old-time style family dinners were served — and the food was wonderful. He was a friend of all the young men in town and when they got into scrapes as young blades will, he took care of them and got them out of trouble.

John was a lover of moving pictures and never missed a show. Because he was old and feeble he always sat in "his seat" at the back of the show. The movie house acquired a new manager and when John came in he started for his accustomed seat but the manager informed him he must sit in the balcony. Never one to argue he started towards the steps but a storm

erupted in the lobby. The other movie patrons informed the manager that John "sat downstairs" and that was that. He continued to do so until the time of his death.

COMPLIMENTS

Of

ROSAS PHILLIPS 66

BRIDGE HAMILTON AGENCY

Louise & Shed Hamilton

Sales Each Tuesday

Sales by Head or Weight

Private Sales Daily

SOUTH TEXAS  
AUCTION & COMMISSION  
CO.

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ALICE, TEXAS

LONG'S WELDING & REPAIR

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ALUMINUM & STAINLESS STEEL

WELDING SPECIALIST

CONGRATULATIONS

AND

BEST WISHES

ON YOUR GOLDEN FIESTA

ROBERTO M. BENAVIDES

COUNTY JUDGE

Webb County



# Brooks County Golden Fiesta

An incomplete list of those who have worked to make this  
celebration a success:

**General Charman:** Dick P. McIntyre

**Co-Chairman:** Carol Dryden

**Institutional Coordinators:**

J. M. Alaniz, County  
Manuel Benavides, City  
Walter Blumer, Chamber of Commerce  
Morris S. Strong, Schools

**Chairmen's Representatives:**

T. R. Bennett, Historical  
R. R. Scott, Distinguished Guests  
Curtis Robert, Treasurer

**Decorating Committee:**

Mrs. Howard Weant, Chairman  
Mrs. Jack Casey, Vice-Chairman  
J. M. Alaniz  
M. F. Benavides  
Mrs. Alvaro Lopez  
Howard Weant  
Wayne Hornsby  
Mrs. Amelia Neal  
F. D. Colwell  
Virgil Boyd  
Fidel Perez  
W. H. Eldridge  
Willy Wilkinson

**Events Committee:**

A. A. Cosby, Chairman  
H. J. Grobe, Parades  
Carmon Neal, Chapman Pony Show  
Don Hood, Beauty Contest  
Joe Bridge, Jr.  
Homer Williams, Ranger Day  
Bill McBride  
R. R. Scott  
Mrs. Amelia Neal

**Publicity:**

Marvin Propes, Chairman  
Joe Isbell  
Howard Behrent  
Bennie Dunn  
Carl Hellums  
Reuben Schultz

**Finance Committee:**

E. Wayne Pettit, Chairman  
Mrs. H. J. Grobe, Clubs & Organizations  
Frank Norris, Membership  
Harold Vittitoe, Events  
R. H. Gardner, Business  
L. O. Dallas  
Bill Hayes  
Reuben Schultz  
DeWayne Taylor  
Joe Bridge

**Secretary:**

Caixto Mora  
Kathryn Grobe, Assistant

**Souvenir Book:**

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R. H. Gardner, Advertising Editor  
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Oralia Garcia, Assistant Editor  
Mauricio Gonzalez, Picture Editor  
Mrs. T. R. Bennett, Writer  
Mrs. Homer Williams, Writer  
Mrs. A. A. Cosby, Writer  
Mrs. A. J. Gates, Writer  
Ed Rachal, Writer

# CONGRATULATIONS to BROOKS COUNTY

## 50 YEARS OF PROGRESS



Much of Brooks County's first fifty years of progress is reflected in the history and records of the county's use of electricity. Brooks County's first electric lights were turned on at Falfurrias in 1908. Electric service in those early days was far below today's standards. It was limited to certain hours and was characterized by frequent breakdowns and interruptions.

The electric system changed hands several times and in 1927 was purchased by Central Power and Light Company. In 1930 Falfurrias was connected to CPL's growing high-voltage transmission system. This marked the beginning of thoroughly dependable electric service to Falfurrias and to other parts of Brooks County.

Since that time two things stand out in the records: (1) The people of Brooks County have used more and more electricity for better living and (2) as they used more, the price of electricity went down.

In 1930 the average Falfurrias resident was using 644 kilowatt hours per year. By 1950, average use had risen to 1,220 kilowatt hours. Last year, this figure was 3,148. The table below shows how prices have dropped.

We are proud to have been a part of Brooks County's past. In the future the men and women at CPL will continue to plan ahead and build ahead — assuring you the best possible electric service at the lowest possible cost.

Electric service is Brooks County's biggest bargain. For while other prices have spiraled upward the price of electricity has been coming down. Through the years electric prices at Falfurrias, for example, have gone down as follows:



Year	Average Price Per KWH
1930	6.62 Cents
1935	4.55 Cents
1940	4.33 Cents
1945	4.79 Cents
1950	4.07 Cents
1955	3.40 Cents
1960	2.94 Cents



**CENTRAL POWER AND LIGHT COMPANY**



# 1911

When Brooks County was organized in 1911 the Falfurrias Creamery Company was just two years old. But — even then — the Creamery was playing a significant role in the growth and stability of the entire Falfurrias country. We are proud of that fact — and we are happy that our contribution to the economic soundness of this area has continued for over a half-century. That, we feel, is as Ed. C. Lasater, whose picture appears at the left, envisioned the development of the dairy industry here. We are looking forward to continued growth and service during Brooks County's next fifty years... and longer.

# 1961



# FALFURRIAS CREAMERY COMPANY

FALFURRIAS, TEXAS

GARLAND M. LASATER, PRESIDENT



